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PUBLISHER Elmer J. Rumpf

EDITOR AND ASS'T PUBLISHER William A. Rossi

NEWS AND MARKET EDITOR Irving B. Roberts

EDITORIAL RESEARCH DIRECTOR James Malone

> PRODUCTION MANAGER Paul C. Tedford

CIRCULATION MANAGER June Mason

### HEADQUARTERS

THE RUMPF PUBLISHING CO. 300 W. ADAMS ST., CHICAGO 6, ILL. PHONE—CENTRAL 6-9353

### EDITORIAL OFFICE

10 HIGH ST., BOSTON 10, MASS. PHONE—LIBERTY 2-4652

### OFFICERS

President: Elmer J. Rumpf; Vice Presidents: C. E. Belding, F. G. Moynahan, W. A. Rossi; Secretary, L. C. Bedferd.

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## COLOR BLINDED

## 56 colors for Spring - and more confusion than sales the result

or next spring, the shoe and leather industry is going to be razzle-dazzled by 56 new leather colors—33 for women's shoes, 23 for more. This is more colors than have been seen in a long, long time.

Now, the basic purpose of introducing new colors with any new season is to help sell more shoes. But this color business seems to be reaching such extremes that we, along with the consumer, stand a good chance of being color-blinded to the extent that we can't see the shoe for the color.

Frankly, we believe that this abundance of shoe colors can result in a confusion that will tend to hamper rather than help shoe sales. Fundamentally, colors as an instrument of sales promotion is sound. But when colors become extreme in type, number and name, the situation is all sound and no light. We become deafened by the dazzling brilliance surrounding us.

## **Brown Dominant**

Surveys made season after season reveal that in men's shoes the brown shades dominate the field. Black fills most of the remainder. Another single color, perhaps blue as in suedes, comprises a few percentage points more. These three groups together comprises perhaps 98-99 percent of all men's shoes. Yet, next spring there will be 23 colors for men's shoes.

The situation is similar, though a bit more liberal in the women's shoe field. Black, browns, white and blues will represent the vast majority of shoes sold. Perhaps more than 90 percent. Two or three colors may bring the total to 98 percent. All the remaining colors together won't amount to more than two percent of sales. Yet we have 33 colors.

Actual production and sales figures available from tanners, shoe manufacturers and retailers reveal with amazing consistency that a few colors

## Land S Editorial

Reprints available at nominal costs: Up to 100, 10c each; 200-500, 5c each; 1000-3000, 2%c each; 5000 or over, 14c each.

—and virtually the same colors—comprise the vast bulk of all sales.

By presenting such a wide variety and large number of colors for a given season, confusion among consumers—as well as shoe manufacturers and retailers—is inevitable. If all these colors are "fashion-right" for the season, then what colors is the consumer to select? Certainly not all 33, or 20 or 10 or even five. The problem: how to select a few colors, perhaps three or four, that are fashion-right for the season, the costume and the current style theme.

The consumer becomes confused, then frightened—then in self-defense decides to play it safe. She buys black as a precautionary go-witheverything shoe. She is also safe with a pair of brown, and white in proper season. Thus, the extra pairage sales that were supposed to have been inspired by the wide array of colors just do not materialize.

## Shoes or Cocktails?

And take some of the names alloted these colors: Sweet Lilac, Sandalwood, Mauve Iris, Spicetang, Chartreuse, Frappe, Benedictine and Cognac. Are we dispensing shoes or liqueurs?

Do they succeed in implanting a specific color in the mind of the consumer or retailer? Do they actually inspire sales? From all the probing we've done, the answer is almost invariably no. And when a color name manages to make a concrete impression, it is whisked away because another season arises and another wave confounding names sweeps in.

We stand wholly in favor of color promotion. But we are opposed to the seasonal stampede of hues and avalanche of tones which tend to defeat our purpose.

The records of colors—leathers and footwear—are available from tanners and shoe manufacturers and retailers. On the basis of these would be revealed a reliable statistical count of which colors comprise the bulk of sales. These colors, with slight variations seasonally, should of course represent the staples.

But what of the new colors? Drastically reduce their number. Then select just a few "outside" colors and concentrate the seasonal promotion on these.

## Create Color Sense

This would create a sense of color direction, of color authenticity that has concrete meaning in the minds of shoe men and consumers. Aside from the staples, they would know that a certain red, say, was the big "outside" color for the season. Promotional concentration would be much more effective by virtue of replacing confusion with clarity.

The shoe industry has been repeatedly confused, with some justification, of lack of fashion authenticity in its seasonal styles. That is, the promotion of such a vast number and discrepant variety of styles that the consumer doesn't know for sure what's fashionright in footwear. If, then, we add an abundance of colors to this, we obviously add to the confusion. And, as every experienced shoe merchant knows—a confused customer is a lot harder to sell than one who knows what she wants.

Cezanne, the famous French painter of surrealistic themes, covers his pictures with an abundance of rich, dazzling colors. But when he's through, only Cezanne knows for sure what the picture is trying to say. In art that's acceptable. In shoe business it isn't. The consumer demands to know what it's all about.



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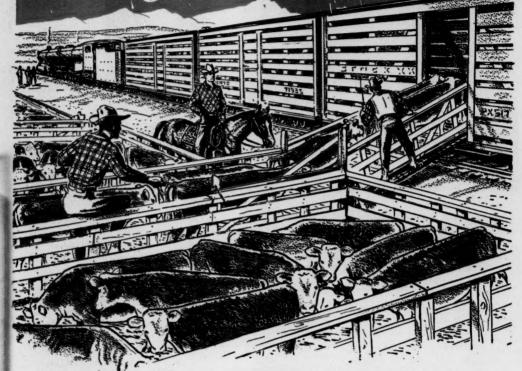
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Like other children, Miss Patricia Ann Argento, age 7, of 475 Riverdale Ave., Brooklyn, N. Y., is an active youngster. After 14 months, the toe linings of her shoes with Celastic Box Toes remain tight, unwrinkled, comfortable. (Note cut-a-way of toe area in photo.)

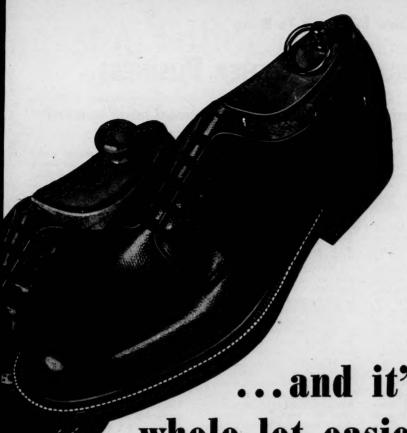


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## UPTURN IN LEATHER BUSINESS

## Mild sales famine nears end as business trend veers upward

HE Spring Leather Show, August 1 21-22, will open with optical brilliance as a record 56 leather colors-33 for women, 23 for menare arrayed on display by the more than 90 upper leather tanners scheduled to exhibit.

But for all the traditional interest that will be shown by visitors in the new colors, textures and finishes, it's expected that most interest will be on the economic aspects of the leather business at the Show. The softening rawstock and leather market has been the buzzing topic of the industry over the past few weeks, and growing in intensity. Buying interest and activity will be influenced as much, if not more, by this factor as by the lure of new colors and finishes.

The recent lull-some insist upon the more realistic term "slump in leather business over past weeks has served to have one of two opposite effects: (1) downright pessimism; (2) incentive to stronger merchandising. Those who are re-signed toward the pessimistic feel that nothing short of an act of God can pull leather business out of the doldrums. Those who feel that the situation demands more inspired merchandising effort believe in the opposite philosophy that God helps those who endeavor to help them-

The calf leather market, with its unexpected recent price tumble, has tended to drag other leathers down with it, particularly kips and sides. Even so, shoe manufacturers have shown no spurt to buy. They have expressed the traditional attitude of the market: "If it's lowering it can go still lower." Few ever see this

picture in reverse.

However, deep in the trough as the situation may be, there are an increasing number of industry people - shoe manufacturers more than tanners - who see a turn upward ahead, beginning in September, and certainly by or in October. Included in this group are the inevitable optimists, but the list is well represented by hard-thinking realists. Their analysis is as follows:

Shoe consumption and production is traditionally stable in ratio to population - slightly above three pairs per capita annual average. Now, for the first five months of 1951, shoe production, as well as consumption, was running a little ahead of the same period of 1950. These five-months figures on shoes but excluding slippers for 1951 were 190,505,000 pairs as compared with 186,281,000 pairs for 1950 - some 4,000,000 pairs or about two percent ahead. This was due primarily to the unexpected buying spree in January and February.

However, following Easter came the unexpected slump, the dip below the seasonal norm. By the end of July the seven-months totals came to 276,448,000 pairs, or 1.2 percent below total for same period 1950.

What do the remaining five months hold? According to the economic reasoning, if we are running a slow pace, there must be a catching-up process just ahead so that the traditional production - consumption pat-tern is fulfilled. That is, by year's end the figures should and will be slightly above three pairs per capita.

## No Satisfying Answer

To those who ask "why," there may be no satisfying answer. All that is claimed is that if for several decades the annual ratio of shoeconsumption-to-population has been firm and stable, regardless of conditions, there is no reason to believe that that pattern will not continue this year as well. Thus, what production and sales have been "lost" this year, will be "made up" over the rest of the year.

The parasitic myth clinging to the industry-that we have overproduced -has falsified the more basic facts. Actually the production has been quite normal, based on the only reliable determinant: the traditional pattern of shoe units per capita. But there has been, after the sales flurry at the start of the year, a condition of under-buying. In short, the socalled heavy inventories of retailers has not been caused by their overbuying but by consumer underbuying. This has created the illusory but false theory of over-production.

Returning to basics, there is no record of excessive consumer shoe wardrobes. Consumers might be delaying purchases, wearing their present shoes a little longer, indulg-ing in more "make-do." Has it been because shoe prices have been "excessively" high? No. This, too, has been an unfortunate misconception. Shoes in general have been priced fairly on the basis of costs and profit margin. In fact, there has been much of the slim profit operation so common to the shoe industry.

Then why the consumer "boycott" to shoes? There has been no actual boycott, of course, but only a condition which mildly simulates the boy-cott. It has not been due to shoe prices but a combination of factors. Consumers, recall, went all-out on all kinds of purchases, particularly hard goods, late last year and early this year. Money was spent over the family budgets in many cases, in an effort to buy before the much-talkedabout shortages and higher prices

Sales and production records for that period in the shoe and leather industry indicated that shoes enjoyed this brief prosperity along with other goods. But shoes are rarely purchased for storage. The style and seasonal factors preclude any storage of footwear over long periods. Shoes are bought to be worn immediately or shortly after purchase. What extra pairage was purchased earlier allowed a longer extension of time before additional purchases were necessary.

The shoe industry has been experiencing that "extension of time"-April through August. But now consumer soles are wearing thin. In short, they have about used up any slight "excess" of supply acquired in the earlier buying rush. The time appears ripe for another period of brisk buying. Not a buying spree by any means—but back to the nor-

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## **OUTLOOK FOR BUSINESS IS WHOLESOME**

The facts warrant optimism, not pessimism, for shoe business

By Irving R. Glass

Executive Vice-President
Tanners' Council of America

T is fortunate that the coming Leather Show is being held somewhat earlier than in former years. Many manufacturers and retailers have felt that an earlier date was required for the spring and summer showing in order to facilitate timely planning of spring patterns. This year more than ever the outlook for the coming spring and summer season justifies thorough and early planning of production and merchandising policies because consumer demand cannot be satisfied without balanced stocks and timely buying. A period of relative inactivity such as the industry has witnessed in recent weeks in-variably carries the pendulum of entiment to the other extreme. From the buoyant optimism noted at the beginning of the year, shoe manufac-turers and retailers have swung to a degree of caution inconsistent with the underlying facts of consumer demand for footwear. At some time in the near future this cycle must be reversed as the plain facts of shoe consumption by 153 million consumers make themselves felt.

Tanners as well as their customers and retailers can raise a great many questions on prospects for coming months. It would be presumptuous to offer any pat answers or make any glib statements about the outlook for leather and shoes. There are facts, however, which seem perfectly clear and which should be the basis for reasonable conclusions. No one, of course, can disentangle what can happen to a particular industry from what is happening to the economy generally, and that in turn is related to international develop-



Irving R. Glass

ments. However, without trying to solve the riddles of war or peace it is possible to make commonsense assumptions about what is likely to be the score as business kicks off for the second half.

No matter how inherently stable the leather and shoe industries may be, these industries could not escape being affected in some degree by the driving boom which began in the summer of 1950. The memory of World War II conditions and the operating problems raised by con-trols frequently stimulated trade buying on a basis not directly related to actual consumption. Before controls were finally imposed the pressure of forward buying created some degree of market dislocation and distortion in values. Tendencies seen in the United States flared even more sharply abroad where markets for raw material and leather witnessed swift upturns. By the early spring of 1951 the imposition of domestic price controls and the financial exigencies of maintaining higher priced inventories brought about a much calmer condition.

By and large the shoe industry has a relatively clean slate for the post-Korean period. Unlike many other industries where anticipation of the future stimulated heavy excesses and maladjustments, shoe production stayed close to normal during the past year. There have been apparently some increases in inventories of footwear carried by producers or distributors. Generally, these appear minor in comparison with production and buying movements actually witnessed in former years. Furthermore, what excesses may have existed over recent months have probably been substantially offset by the curtailed civilian production of the past 90 days.

In the tanning industry itself certain basic factors have obviously prevented the kind of swift expansion and production maladjustments which can and have taken place in durables such as refrigerators or washing machines. Hide and skin supplies are relatively inflexible and since March 5, 1951, domestic hides and skins have been subject to NPA allocation. For the latter reasons the production of leather appears to have been well in line with consumption and tanners' inventories of finished goods are comparatively modest.

Two questions are directly pertinent and vital at this date in considering the outlook for leather and shoes. First, what are the prospects for demand, at what rate will shoes be wanted by the civilian population and the Armed Forces? Second,

(Continued on Page 118)



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## TOO MANY COLORS?

Too many colors confuse - they hamper rather than help sales

By Polly Drew

Beggs & Cobb, Inc.

THIRTY-THREE women's colors and twenty-three men's colors have been selected by the color committee for the coming season. None of us can question the good intentions of the industry committee in

making these selections.

But we all know that the road to a certain place is paved with good intentions, and we are much more interested in whether or not the tanning industry is doing a good color promotional job which will lead to increased shoe sales. Candidly, as an industry group I feel that we have missed the boat. In our eagerness we have rushed headlong into an expansive color program without sufficiently considering how best to service our customers.

A Practical Approach

Let's consider the buyers down the line-manufacturer, retailer, and consumer. Certainly shoe manufacturers using side leather have to take a practical approach to color. Generally they feel that more colors result in increased costs with little or no increased profits. But the important thing is that they are not averse to change, and they are more than anxious to buy a fresh, new color with timely appropriateness.

And the retailer has the same philosophy. When I stepped into the office of one of the large mid-western retailers recently he greeted me in somewhat these words: "Don't come around here with a dozen colors and tell me that all of them are going to be good sellers.

This man is afraid, as most of the retailers of moderately priced footwear are, to stock shoes in several colors which represent less than one percent of his sales and which will eventually lead to inventory headaches. But retailers are most alert if we tell them about one particular color that is replacing one that has gone stale, because this is an indication of changing style trends which is healthy. And they are particularly open-minded when we suggest one good promotional color.

### What About Consumer

And what about the consumer? I believe that the person of average means wants to be led. He wants to be told what the other fellow is going to be wearing. He will stop and look twice at a promotion of one shoe color if it has been selected with intelligence, whereas he will pass by a windowful of colors that offer no index for his buying. It is true that the person buying in the upper price brackets may want a color for the very reason that it isn't being worn by everyone else, but our color committee is not selecting colors for this minority group.

One of the most flagrant errors

of the color committee has been the failure to observe color seasonality. By designating colors strictly for a specific season our purpose is to create extra pair sales. We should make

our Fall colors so strictly indicative of Fall and our Spring colors likewise so indicative of the season that the wearer will be as self-conscious in an off-season color as he would be wearing full evening dress at noon.

### Surface Not Scratched

Particularly with men's colors we haven't even scratched the surface in attempting to establish seasonality. In recent years seasonal patterns have been introduced and plugged by the retailer, and yet we carry the same men's colors over from winter into summer and miss the biggest opportunity for a masculine shift of footgear.

I am asked if I think that too many frivolous colors have been selected. I would say that there are too many outmoded and unseasonable colors on our color card, and perhaps an excess of *frivolous* colors. But I do believe that most of us like a little frosting on our cake, and since some frivolity is saleable it is desirable provided it can be consolidated to a worth-while volume.

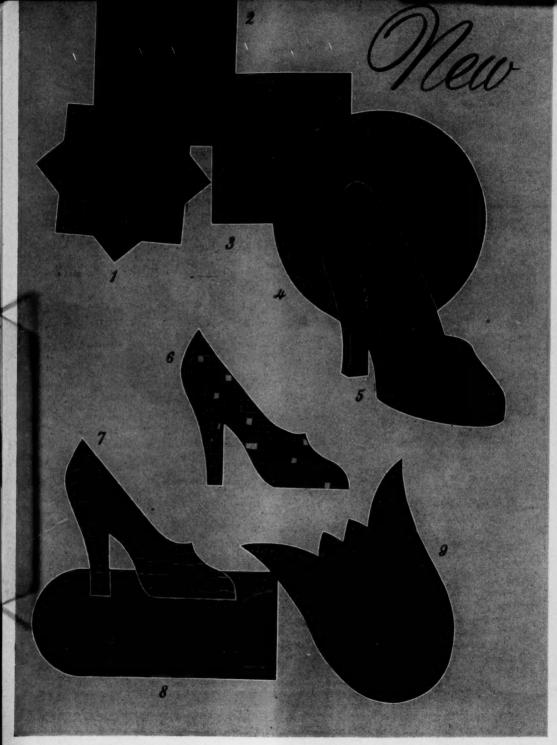
The very encouraging fact to note is that tanners have established the basis for the proper selection of colors, for the collective meeting of all tanners is a fundamentally sound procedure, and with continued unity we can do a better job of styling for the majority at a minimum of risk to the tanner, shoe manufacturer and retailer.



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   Sauria Lizard embossed leather—Brezner.
   Amazon embossed leather—Brezner.
   "Kapri," lace cemented to calf base—I. M. Kaplan.
   Black or brown lace on any color calf leather, "Kapri"

  —I. M. Kaplan.

- 6. "Mosaic," printed leather in metallics and suedes—Allied Kid.
  7. Largo Alligator Grain, aniline glazed finish on calf, for men's
  —Neumann.
  8. Soft kidskin dual-tone leather—Allied Kid.
  9. Combination-tanned five-ounce leather for sport and dress
  —Northwestern.

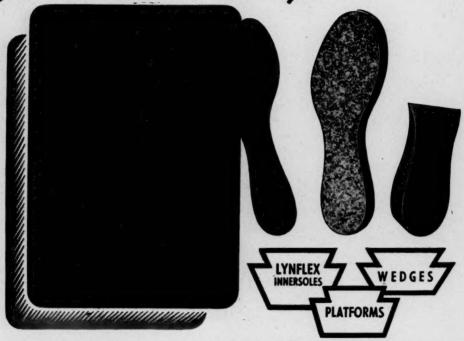
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- Embossed leather, "nylon mesh grain"—Freedman.
   Embossed leather, "woven braid"—Freedman.
   Salmon skin, scaly, polished surface, smooth to touch—Fleming-Joffe.
   Embossed leather, interwoven effect and perforated—Freed-
- man. 14. Poco Alligator embossed leather—Brezner.

- Loch Lomond leather, aniline glazed finish on kips and extremes, for men's—Neumann.
   Black Jungle Print embossed leather—Brezner.
   Palisade Leather, semi-aniline finish on kips and extremes for women's—Neumann.
   Embossed leather, "puffed square" in antique bootmaker finish—Freedman.



Little Linny says ...



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## The Fashion Facts Behind

## THE NEW TAPERED TOE LASTS

Shoemen, in a national poll, may decide fate of this style

VERYBODY'S talking tapered toe. The "aye's" have a slight edge. In a national poll, consisting of a cross-section of designers, lastmakers and stylemen, L&S learned that 56.25 percent of those questioned are all for this new silhouette-in its modified form. Thirty-seven and a half percent say it's a stab in the dark which will definitely fail. The remaining 6.25 percent are straddling the fence.

Concerning the extreme tapered toe or needle-point look, launched recently by fast houses and promoted nationally in leading newspapers and high-style fashion magazines, the consensus is that it has stopped where it started.

Only 12.5 percent of those polled believe in this extreme look. This group is strictly in the high-style and price range.

This is how the factory stylemen, representing 43.75 percent of those polled and in a \$4-14.95 retail pricerange where approximately 75 percent of 1950's production and consumption in women's and misses' dress shoes occurred, see it. Extreme

tapered toe, 100 percent, no. Modified tapered toe, 57.14 percent, yes.

Those who say "no" give these reasons: "Not good looking," "too long," "not comfortable," "utilitarianally unwise."

One styleman put it this way. The

average American woman, who buys shoes anywhere from the lowest price-range to just short of the toppriced footwear, has broad feet which are used to plenty of width in shoes through the tread and toes. In general, her feet take a good deal of punishment in walking and standing, and she has neither the time nor the

money to have regular professional care for them.

The American woman who buys the high-price shoes, on the other hand, has narrow, slender feet which are well taken care of and which are not exposed to a great deal of walking or standing. This, he says, is fact. Therefore, it is logical that this silhouette be acceptable to the highprice shoe wearer. It is something new, for which she is constantly looking and can afford. It complements the natural line, grace and utility of her foot.

He sums up his argument by saying that for the greater majority of women, the style is unwise because their feet cannot take the relatively cramped proportions of the tapered toe, nor do their naturally broad feet look well in it.

As for the long, slender and elegant

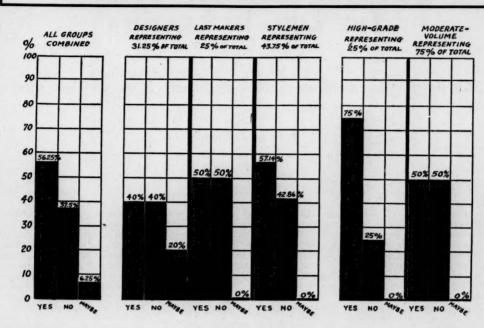


Three model lasts on the new tapered toe theme created by Sterling Last Corp.



Left, tapered toe model last by United Last Co., and, center, pullover on same last. Right, tapered toe model last by Morton Last Co., Inc., being built on both 21/8 and 23/8 heels.

## NATIONAL POLL ON THE TAPERED TOE



look of these new lasts satisfying the prevalent and newest look of fashion, this same styleman believes that this look can be achieved through streamlined wing-tips, strippings formed into V lines, streamlined cutouts and braidings, all styled to give this tapered appearance, but on present-day standard pump lasts.

Those stylemen who say "yes" to the tapered toe believe it satisfies the constant demand for something new, while keeping with the latest costume look. This new costume picture features elegant, rounded, lean but gracefully feminine lines.

They all turn thumbs down on the extreme tapered toe because it looks far too long. The American woman, they believe, will refuse to wear anything, no matter how smart or supposedly stylish, which will give her a large-footed appearance. They also believe that with proper engineering in the lasts, no comfort factor is sacrificed to the lines. The longer look is achieved by adding length to the last at the end of the toe—about one-quarter of an inch.

Among lastmakers, representing 25 percent of those polled, only one (a style leader by reputation) believes the extreme tapered toe is a sure thing for the high-grade and

intermediate-grade manufacturer. He also believes that it will hit the volume field "in some form," which L&S interprets to mean "modified." Reasoning behind his belief is that since clothes are now more feminine

than they have been for years, these new lasts will have a decided place in the present style program.

The remainder of lastmakers polled feel this way. In sentiment all are (Continued on Page 112)



D & W Last Co., Inc., presents three model lasts: Left, tapered toe; center, standard closed pump last of today; right, new version of baby doll last with greater width in tread and rounded toe.

## The Story Behind

## THE LULL IN LEATHER

But deeper down the real story is the dip in retail shoe sales

By Irving B. Roberts
News and Market Editor
Leather And Shoes

Any mention today of what has a thrown the leather market into its current doldrums brings the immediate response: "What's happened to retail shoe sales?" This is a good question and the answer to it would go a long way toward finding the answers for what's wrong with the leather market. Not all the answers, however.

True enough, retail shoe sales, dollarwise, for the first six or seven months of 1951 appear to have barely equalled sales figures for the period last year. And with shoe prices up an average 10 percent, this means unit sales are barely on a par with or somewhat below last year. Lower shoe sales necessarily mean less leather sold.

Still, shoe sales figures cannot wholly account for the evil days that have fallen upon the leather markets. Hardly a week passes without reports of wholesale price cuts made in an effort to bolster sales. Calf leather prices have been slashed from 10-20c. Side leathers are down 5-10c. Sole leathers are being offered well below ceiling. Kid is having a rough time of it. Other leathers are hardpressed. Reduce prices as they may, tanners just can't seem to spur shoe manufacturers out of their buying lethargy.

Since shoes account for at least 85 percent of leather used annually in the U. S., it seems logical to look first to the shoe market for the reason behind almost stagnant leather sales.

No matter how we analyze it, the fact remains that consumers have not bought as many shoes to date this year as the industry expected. Yet, it cannot be truthfully argued that the shoe industry has overproduced.

Latest estimates by the Tanners' Council place seven months' shoe output at 276,948,000 pairs or 1.2 percent below production for the comparable 1950 period. That production has kept to this high level in 1951 is due only to military demands for men's shoes. Without the bulwark of military orders, a decline of four percent or more would have been inevitable.

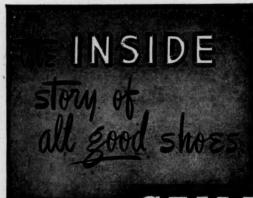
In view of these figures, it is apparent that shoe manufacturers, always alert to buying trends, have not produced too many shoes. Rather, they have kept production closely geared to orders, might even find

themselves in a spot if a rash of new orders came on suddenly.

Based on production figures, it is difficult to see why retail shoe inventories have piled as high as claimed. The National Shoe Manufacturers Association cites significant figures in dissecting this theory. Pointing out that civilian shoe production in the first half 1951 was slightly below that in the first half 1950, it argues that it would take a significant sales decline to have caused retailer inventories to become unwieldy.

Yet, the six major shoe chains have

(Continued on Page 128)



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LEATHER and SHOES

August 11, 1951



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CAMBRIDGE, MASS.

August 11, 1951

LEATHER and SHOES

29

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## Spring Fashion Correlation Guide

## WOMEN'S SHOE AND LEATHER COLORS

## Keyed To Costume Shades

## Smooth Leathers

BASQUE RED . . . Again enjoys wide acceptance as a vibrant shade for sports and casual wear, especially as a lively accent to navy and brighter blues and the entire range of grays. Also lends animation to natural and blond beiges, off-whites and white.

CHERRY RED... This favored medium red retains its successful position as a complement to casual town and country clothes in sandy beiges, grays and grayish mixtures, muted blues and navy, bluish greens, aqua and deeper sea tones. New and highly appealing as a harmonizing note with the lighter pink or rose costume.

GREEN PEPPER . . . Receives continued endorsement as a sprightly green for wear with warm beiges and sunlit tans, glowing brandy, spice and other russet hues, yellow, gold and amber tones. Suggests a very smart tone-on-tone effect with costumes in lighter lime, mint or chartreuse greens.

FLIGHT BLUE... Stressed as an important light navy tone in close accord with costumes in light and madium blues. Also distinctive with mauve, lilac and violet tones, strawberry, raspberry, blush heather and other rosy shades, as well as lively coral red. In good taste, too, as an accent to grays, neutral beiges and natural tones.

ADMIRAL BLUE . . . Recommended again as the preferred classic navy shade for wear with navy and grayed blues, medium or darker grays, neutral beiges and the gamme of red and rose tones.

GOLDEN WHEAT . . . This successful sunburnt shade again scores high in sports and play shoes to wear with pastels and bright sports hues, including the gay Fun-Loving Colors. Also goes well with champagne, banana, blond yellow, honey and parchment white, as well as lemon, lime, coral, apricot and peach tones, aqua and other blues.

BENEDICTINE . . . New fashion emphasis is placed on this spirited burnished shade, which derives its name from the famous liqueur, originally made at the ancient Benedictine Abbey in Fécamp, France, from a secret 16th century formula handed down by the monks. Its rich golden tonality blends perfectly with the same smart color in costumes as well as butter tan, wine yellow, tawny beige and rich spicy hues. Also a stimulating shade with peppermint, chartreuse and bright medium greens, the peacock, turquoise, aqua range and amber, topaz or golden tones.

IRISH GREEN... Continues in high favor as a bright sparkling green for sports and casual shoes to go with warm sunny tans and beiges, chamois, blond and natural shades. Also a lively accent to melon and orangy hues, the yellow to gold scale and brilliant sports colors.

RUSSET GLOW . . . This lively paprika tan again comes to the fore as an animated complement to casual and country clothes in lime, mint, chartreuse and emerald greens, salmon and coral tones, turquoise and aqua, spicy tans, blond and natural tones. Also a vibrant accent to grays and navy or medium grayish blues.

TROPIC TAN... Introduced this season as a smart new suntan, keying most effectively with champagne, parchment, banana and honey tones, warm tans and spicy shades. Favored, too, for wear with navy, grays, sea blues, light and medium greens and glowing sports hues.

TURFTAN . . . Remains well established as a classic russet shade for casual and country wear with navy, grays, beiges, greens and rusts. Used alone or as a trim on white spectator sports shoes.

COGNAC... This lively brandy version retains its popularity as a warm rich tone to go with greens, including the yellowish okra and mint types, as well as pink honey, cocospice and peach liqueur shades. Also blends pleasingly with melon, apricot, rust or coppery tones, tawny tans and beiges.

WALNUT BROWN . . . The increasing favor for this distinctive medium brown again gives it high rating as a smart harmonizing complement to important neutrals in the range of mushroom, champagne and parchment. Also in accord with light browns, ocean blues, ash pink and hazy blush heather tones, and greens.

MALACCA BROWN . . . Endorsed as the preferred shade for dark brown leather requirements. This basic brown goes well with medium and darker greens, the neutral beige to brown range, muted medium blues and grays.

## Suede Leathers

IRISH GREEN... See notes in Smooth Leather Group.
GREEN PEPPER ... See notes in Smooth Leather
Group.

BASQUE RED... See notes in Smooth Leather Group.
FLIGHT BLUE... See notes in Smooth Leather Group.
ADMIRAL BLUE... See notes in Smooth Leather Group.

SANDALWOOD . . . This new beige makes a smart entry into spring shoe fashions as a subtle complement LEATHERS FOR SPRING OF '52 MAKE A NEW YORK DEBUT

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IN LEATHER"
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to harmonizing beiges in costumes. It is favored, too, for wear with creamy blond, banana and champagne tones in the off-white gamme, aqua and turquoise blues, and cool greens in the range of jade and pistache. Also blends softly with muted sachet or flower tones, including mignonette, dried roses and aqua lily types.

MAPLE . . . Wins continued approval as a popular light brown for wear with animated beiges and light browns in the range of toast, occoa and mocha. Also harmonious with chalky blues, dusty rose tones, almond and other soft greens, aqua and deeper sea blues.

BURNT SUGAR . . . A delectable new color of rich warm undertone, adding zest and flavor to caramel, brandy, spice and other lively tans and light browns. Newly interesting, too, as an accent to lime, absinthe, mint and other sprightly greens, turquoise and peacock shades and burnished golden or amber tones.

COPPERTONE... Repeats its successful role as a good casual color for wear with terra cotta, brick, bittersweet and coppery shades. Also complements greens of yellowish cast, grays, rosy beiges and greenish blues.

MALACCA BROWN . . . See notes in Smooth Leather Group.

SPICETANG . . . This radiant spicy shade continues to enjoy style acceptance as a harmonious accent to costumes in reddish spice, rust, tangerine and coral hues. Dashing, too, with vibrant greens, as the tropic mint or emerald type, and with bright greenish blues like peacock and turquoise. An excellent contrasting shade with subdued tones, like gray, natural beige or navy.

AVENUE GRAY . . . New medium gray, introduced as a smart neutral to blend discreetly with the wide assortment of grays in spring costumes. This muted tone also finds wide favor as a subtle accent to the fashionable range of lilac, lavender, orchid and violet shades, as well as rosier fuchsia, cyclamen and cerise types, dusty mauvish rose tones and grayish blues.

Note: White and black leathers continue their basic importance for spring and summer wear.

#### **Crayon Colors**

Chalky Pink Crayon Blue Buttercup Yellow Jade Green Burnished Gold Sky Turquoise Sun Coral Eggshell Blond Chartreuse Frappe Gay Fuchsia Mauve Iris Sweet Lilac Violette

The sparkling hues in this lively group of Crayon Colors blend into a veritable artist's palette from which the portrait of Spring 1952 footwear can be painted on the canvas of Fashion.

Highly significant for colorful style promotion, this smart chromatic collection, featuring light tones which are deeper in value than those of past seasons, and new shades of greater intensity, forms a brilliant color scale for play, sports and dressy shoes.

These animated hues suggest new and exciting accents to cruise, resort and summer clothes in the radiant Orientiques, including Siam Pink, Indo Gold, Bali Turquoise, and India Purple. They are equally smart when complementing white, off-whites, delicate flower tones among the Sachet Scents for Color Fragrance and the misty Water Tints.

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#### Spring Fashion Correlation Guide

# MEN'S SHOE AND LEATHER COLORS

#### Smooth Leathers

CLUB BROWN... This new color, possessing a clear neutral quality, has been ushered in for the coming spring and summer seasons as a classic dark brown. It is especially suited for town wear and promises promotional value and prestige. This smart brown adapts itself admirably to smooth calf leathers and assumes additional interest when a burnished bootmaker polish is applied.

CASINO BROWN... This full, warm color introduces a new version of a ruddy brown for town wear. It presages great adaptability for highly polished or stained effects and lends itself excellently to calf, also kips and sides.

REDWOOD BROWN... This worthy color, of long popular acceptance, continues to rank high in the volume category for town and country shoes. Gaining in prestige for all quality grades, it is favored especially in calf and side leathers.

BOURBON... This mellow-flavored color, first introduced for Fall 1951 promotion as a new classic town shade for all smooth and lightly boarded leathers, has, like all good bourbon, improved with age. It has assumed its rightful place as an all-purpose color, available in calf, kips, veal and side leathers in various finishes and weights.

A new significance evolves around these traditional leather browns and they assume a greater importance for the coming season because of their appropriateness for summer lighter weight slipon shoes and tropicals, for wear with summer suits in blues, greys and tans. These browns are likewise correct for contrast in the smart English manner, with dark blues and greys in men's wear for early spring. They can sound a new color note for spring and summer merchandising if promoted as a smart contrasting accent to blue suitings. The colors Club Brown, Redwood Brown and Bourbon contribute distinction when used as trimmings on natural, brown or white nylon mesh.

GOLDEN HEATH... This sportive shade with its rich reddish glow introduces a new russet of Scottish heritage which promises a successful career. Selected especially for informal town shoes and campus classifications, lightly detailed and burnished with orange stain. This color is best suited in smooth calf, veal and kip, also soft creased tannages on calf or goat.

BRITISH TAN... This color enjoys continued popularity as a classic russet tone especially favored for calf, kip, veal and side tannages, usually finished with light bootmaker polish or stain. British Tan is "at home" in town or country in the semi-brogue as well as the medallion tip shoes.

It is significant that all the golden tones in leather are increasing in style prestige, as well as in volume acceptance. The latest fashion trend features these goldentinted hues in lighter shoe constructions. This is a departure from the traditional brogue with heavy pinkings and perforations. The new interpretations, as identified with these light tan leathers are: stitched seamings without pinking, U-tip tie and slipon models, and quarterbrogues with straight medallion tips. Burnished rather than heavy antique staining is smart and new. Both Golden Heath and British Tan combine well with nylon mesh in natural, white or rust shades.

AMERICAN BURGUNDY . . . The volume increase of this versatile Cordovan version warrants its repeated inclusion in the 1952 Spring Collection. Its rating is still high as a classic town wear color and its popularity in lighter weight leathers for spring appears assured. It is especially favored for Continental style lasts or in military trend officers' types in calf and sides for burnishing and high polish.

CHERRYTONE . . . This color with its reddish overtone has caught the fancy of the prep school and campus girl and lad, and hence has become a favorite color for the volume grades. Especially liked for Norwegian slipons as well as for bluchers with heavy details and moccasin fronts. Cherrytone, likewise a Cordovan type, also offers an increasing potential because it has been adopted as the leading color choice for pre-teen girls and boys. Available in heavy smooth leathers and elk finish sides.

Dark vintage tones have become, over a period of the past five years, extraordinarily important and are sales perennials in many sections of the country. They offer both volume and style promotion possibilities for early spring merchandising because they are smartly attuned with the dark navy blue suit, which, once more, has returned as an important fashion in men's wear. This Burgundy color can also be promoted in the summer type shoe to harmonize with the favored maroon, garnet or burgundy tie and socks. The wine-toned reds have likewise sartorial significance with suits in grey mixtures and blends of blues and tans. American Burtures and blends of blues and tans.

gundy calf combines well with matching nylon mesh for new-type summer shoes. The Cordovan type colors are also adaptable to boarded leathers.

TOWN NAVY . . . This is the clear dark navy introduced in the spring of 1951. Its favorable acceptance, principally as a trimming color, has won it a place on next spring's color roster. It will continue to be promoted in smooth calf and reptile grains and used mainly in combinations with matching brushed leathers or with the reptile on smooth. It will also find acceptance in soft elk finish sides for informal country wear. Town Navy will also be used with a demi-gloss finish for informal tassel moccasin evening shoes and frequently in the two-eyelet tie evening model.

ADMIRAL BLUE... Like old sailors, this bright navy never dies, nor has it given any indication, after several years, of even fading away. It is truly a classic blue and will find increased favor for smooth and rept.le grain tannages as an accent trim for matching Admiral Blue brushed, or as a smart contrast to white or grey buck or brushed leathers. This color will be used also for allover town and casual models.

As each spring season attests an interest in the sales of dark blue shoes the introduction of these two dark navies for spring 1952 should act as a stimulant and create greater interest in new types of town models made of smooth, grained and brushed versions.

#### Grained Leathers

assumes importance in grains because collegiate men favor it for the campus. The Southwest finds it popular for informal wear and it has developed into a classic color for Scottish type sports shees, especially with an orange antique. Advantageously employed in both soft and heavy grains in calf, kips and veals in regular and unlined weights.

NORSE BROWN... This is a typical golf and sports color. As a middle tone of brown, with a lively tang, it harmonizes with popular tones in sports togs, suitable for heavy grains, regular and unlined weights, in calf and sides.

pebbled finishes become an appreciative attribute in this darker brown of sturdy Scottish character, suitable both for heavy pebbled finishes as well as fine creased grains. This color evokes the launching of prestige styles in top grades, detailed in soft new constructions in calf and kips.

Grain types in the past have emphasized the very heavy hard surface effect. As a significant innovation is the definite trend to smaller grains and softer leathers. Although their use may be limited, they have a place in rugged sports and country types.

BLACK . . . Although not sampled on the card, black leathers of all types maintain their important place in the basic and prestige fashion categories of men's shoes. The low-cut and two or three-eyelet ties with modified Continental edge are established as the newest custom

types. Soft tannages in black leathers are new classics in moccasin slipons and tassel thong moccasins, for town wear and after-dark occasions. Of course, the traditional black patent and dull black calf evening shoe continues in the top brackets of good taste.

WHITE... While not a big volume, white could develop potential style importance. In some locations throughout the country, the classic shoe in all-over white buck in a plain toe blucher, in moccasin slipons and casual style still connectes a fashion themes

styles still connotes a fashion theme.

Signs and portents definitely point to the wane of the heavily detailed white spectator. However, there is a new interesting edition of the U-tip and Scotch wing models in slipons and oxfords made with perforations, replacing pinkings. White buck or brushed leathers dominate this new style and assume new interest because they are trimmed with Bourbon, British Tan or any of the golden tans, also with dark navy blues, black or grey in smooth or reptile grains. Accepted country-wide for summer wear, however, is the new volume type, nylon mesh and calf shoe, replacing the former popular spectator. White is not shown on the Spring 1952 Card.

#### **Brushed Leathers**

Brushed leathers retain their prestige for special styles in spring and summer promotions, especially where texture and color contrasts are featured. The six colors promoted for tannages in this category are suited for town, sports and casual shoes, in lined and unlined weights, for all-over models and combinations. All six have proved their style value during the Spring and Fall Seasons of 1951, respectively, and are reactivated to fashion duty for 1952 Spring.

RIO BROWN... Rich brown tone for all-over sports and casual shoes or for combination with ruddy browns such as Bourbon or Redwood Brown in town types.

PRAIRIE BROWN... Classic brown tone for all-over sports shoes, or for combination with darker or lighter neutral browns in smooth and reptile grains. Popular for casuals.

SLATE GREY . . . Medium shade of grey for all-over sports and casual models, also for combination with black, Town Navy or dark grey smooth and reptile leathers, for informal town wear.

**DESERT COPPER...** Bright russet tone for sports and casual shoes in plain toe and moccasin front types.

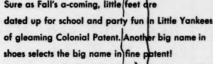
ADMIRAL BLUE . . . Clear navy tone for all-over country models, also in combination with Town Navy smooth leathers or Admiral Blue reptiles or grains. Also with grey smooth or reptiles.

FOREST GREEN . . . Dark summer green for all-over sports and casual models in resort and summer vacation types.

#### Casual and Sports

LARIAT TAN... This new light tan, reminiscent of the saddle type of color, is excellently adaptable to soft creased and glow-like leathers in smart casual shoes. For typical smooth saddle tan leathers, for sports and casual campus wear, Lariat Tan should also score. To kips, sides and some calf it is well adapted.

PATENT Sure as Fall's a-coming, little feet are dated up for school and party fun in Little Yankees



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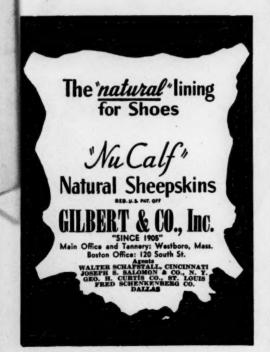
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# NANASSE-BLOCK

ERKELEY CHEKTAN CALIFORNIA



ROCKY TAN . . . For the popular square dance vogue this natural tan has won acceptance for slipons with Western stitchings. Its versatility leads it also into the general sports and casual styles, in veals and sides.

#### "Wanderlust Colors"

These four new promotional colors are of timely interest. They reflect the universally increasing tempo in men's sport and leisure apparel and accessories. The two brilliant hues are guaranteed to accelerate that carefree bit of "vagabondage" that lurks in the hearts of all men! For hours of relaxation and comfort these bright and neutral tones can be gayly combined or used as monotones for sandals, loafers and other interpretations of leisure footwear.

CHAMPAGNE SEC . . . This is a new rendition of a classic smoke tannage. For soft construction sports models and casuals, in sides and elk finish leathers.

SUN BEIGE . . . Pale neutral beige with faintly rosetinted undertone. Similar to the fashionable doeskin slacks and sports shirts. Especially favored in soft glove tannages, all-over soft smooth calf and sides.

PEPPER RED . . . Light yellow-toned red. Smart for resort casuals to accent the reds used in sport shirts, scarfs or ties. Very appropriate for elk finish side leathers.

HUNTING GREEN . . . Light sparkling green. Coordinates with the smart greens used in sport shirts, and beach togs. Suitable for soft tannage side leathers and elk finish.

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# SPECIFY TANOLIN\*

Wherever chrome leather is made, Tanolin, the one-bath chrome tan originated by Martin Dennis, is favored—because of its uniformity, ease of application, and the high-quality leather it produces. Your most exacting requirements can be met with one or more of the five types of Tanolin: Tanolin R, T, KXD, 225 and (for white leather) W2XD.

MARTIN DENNIS also offers a full line of fat liquors including ACIDOLENE N, made from Newfoundland tanked cod oil.

Our representatives have both chemical and tannery training.

They will be glad to assist you in any tanning problems involving these chemicals.

DIAMOND

CHEMICALS FOR THE LEATHER INDUSTRY

THE MARTIN DENNIS COMPANY, A DIVISION OF
DIAMOND ALKALI COMPANY... CLEVELAND 14, OHIO

41/11

CHEMICALS

# LEATHER SHOW EXHIBITORS

#### Who will show and what will be shown

The 39th Official Opening of American Leathers, showing colors for Spring and Summer, 1952, will be held at the Waldorf-Astoria, New York, on Tuesday and Wednesday, August 21st and 22nd, 1951. Ninety-three members of the Tanners' Council will participate in the showing. The types and colors of leather to be displayed, as well as the names of representatives of the exhibiting companies who will be present, are given below:

Acme Leather Co., Inc. Elk, smooth and semi-aniline finish in either kips, extremes, regular, or large: Available in men's and women's weights in walnut brown, turftan, russet glow, blue, sailor blue, admiral blue, playred, cherry red, basque red, green pepper, Irish green, golden wheat, cinnabar, army

russet, black, marine garrison, brown aniline, tropic tan, malacca brown, ginger spice, cognac brown, beach sand, yellow, buttercup yellow, eggshell blond, tangerine, smoke, orange, sun coral, white.

In attendance: Harry Remis, A. Lerner, A. Chalek, Gus Bischoff, Jefferson Bender, Paul J. Gerwin, Don Stephens, F. J. Kelly, Bob Ingraham, Russell Anton.

Agoos Leather Cos., Inc. Agoos Doeskins. Admiral blue, flight blue, burnt sugar, sandalwood, eggshell blond, maple, coppertone, rio brown, spicetang, malacca brown, violette, grey dawn, Irish green, Basque red, Breton blue, sun coral, sky turquoise, avenue grey, greenpepper, buttercup yellow, chalky pink, sea sand, airway grey, parkway green, cherry tone, black, white Agobuck.

In attendance: L. E. Rosenburg, F. J. Guilfole, G. D. Sart, R. Rosenthal, W. G. Murdock, S. Farkash, M. Farkash, H. Farkash, L. Farkash, J. N. Griffith, John R. H. Ward.

Allied Kid Co. Sterling Division Mello Colt in Kid Grain and Calf Grain. Sun coral, magnolia, wild wheat, chalky pink, eggshell blond, sagebrush, turftan, lobelia, flight blue, cyclamen, Basque red, butter-nut, buttercup yellow, blue beech, blue jasmine, moonflower, jade green, Irish green, calypso orchid, peppermint, violette. Lacy Suedes: Shadow lace, cloisonne, mosaic. Patent Kips and Sides: Black and colors. Patent Colt: Black LLwt. pleated shoes; HM wt. children's shoes. Gold (24kt) and Silver Kid, Stardust Kid: Amethyst, emerald, beryl, spinel, pink agate, rose quartz, ruby, carnelian, zircon, topaz, sapphire, tur-quoise. McNeely Division—Wom-en's Glazed Kid, Velvo, Tweed in clove brown, malacca brown, eggshell blond, wild plum, admiral blue, Basque red, cherry red, Irish green. Men's Glazed Kid in golden brown, clove brown, amber brown. Slipper colors in malacca brown, amber brown, wild plum, blue birch. New Castle Division-Glazed Kid in malacca brown, clove brown, tropic tan, avenue grey, burnished gold, chartreuse, frappe, papaya, buttercup yellow, mango tan, wild wheat, eggshell blond, magnolia, sagebrush, mauve iris, sweet lilac, violette, jade green, Irish green, green grape, guava red, Basque red, cherry red, red currant, mistflower, moonflower, sky turquoise, lobelia, blue flax, blue jasmine, admiral blue, flagship blue, sun coral, melon, apricot, chalky pink, peach blossom, cyclamen, gay fuchsia, black shadow, black glazed, white, bronze, black pearl, brown pearl. Dual tones—various colors. Maracain — malacca brown, clove brown, buttercup yellow, eggshell, sagebrush, Irish green, wild strawberry, blue cypress, black, white. Linings in malacca brown, clove brown, avenue grey, eggshell blond, sagebrush. Quaker City Division—

#### TANNERS' COUNCIL COLORS COMMITTEE

Robert E. Binger Allied Kid Company Frederick J. Blatz Amalgamated Leather Companies, Inc. Felix Carr Carr Leather Company Rudolph Correll Hermann Loewenstein, Inc. G. B. Davy Beggs and Cobb, Inc. James F. Donovan F. C. Donovan, Inc. D. Malcolm Fleming Fleming-Joffe, Ltd. Carl Ganter Colonial Tanning Company James T. Gormley B. D. Eisendrath Tanning Company Louis Halle Diamond State Tanning Company Dan Hickey Surpass Leather Company Milton Hubschman E. Hubschman and Sons, Inc. Rolland L. Jensen Fred Rueping Leather Company

Harry L. Johnson Endicott-Johnson Corporation H. K. Kirschner Willard Helburn, Inc. Max Konreich R. Neumann and Company Frank R. Lemp Armour Leather Company Philip E. Light American Hide and Leather Company J. W. Macpherson John R. Evans and Company George H. Mealley The Ohio Leather Company Robert J. Mellin A. C. Lawrence Leather Company Frank H. Miller G. Levor and Company, Inc. George E. Poh Barrett and Company, Inc. Lester E. Rosenburg Agoos Leather Companies, Inc. Stuart A. Spalding A. C. Lawrence Leather Company Walter Ziegler Hunt-Rankin Leather Company

(Continued on Page 44)



Specify Lawrence Leathers

# SPECIALISTS in Splits

SPECIALTY TANNERS OF

Splits
SUEDE SPLITS
LINING SPLITS
SOLE SPLITS

Also

Taxors of Glove Leathers Chrome Spilts Horsehides Doorskins Cow Bellies Shanks Moccasin Cowhide

To improve your health you select a specialist—to improve your line do likewise—select a tanner whose specialty is the tanning of splits—you then improve your merchandise.

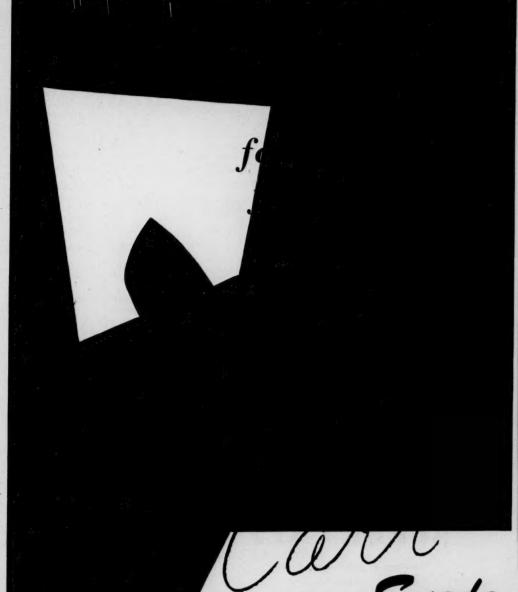
Manufacturers who insist on Splits that compare in Quality with other leathers in their shoes, demand Gebhardt's—they are superior. Expert care is given to selection of raw material and process. Research to improve them goes on constantly. That's why we are rightfully termed "Specialists in Splits".



# A. L. GEBHARDT COMPANY

416 NORTH WATER ST., MILWAUKEE 1, WIS.

TANNERY
GENHARDT-VOGEL TANNING CO.
706 W. OREGON ST., MILWAUKEE



Suede

#### LEATHER SHOW EXHIBITORS

(Continued from Page 40)

Black Glazed Kid for men's and women's shoes. Black waterproof linings. Standard Division—Suede Kid and Glazed Kid in Basque red, cherry red, guava red, red currant, malacca brown, coco bean, nectar, butternut, chicory, maple, copper-tone, tropic tan, spicetang, mist-flower, blue jasmine, admiral blue, flight blue, moonflower, blue flax, lobelia, banana, eggshell blond, banyan beige, wild wheat, persimmon, lrish green, jade green, green grape, avenue grey, white pepper, chalky pink, cyclamen, pink grapefruit,

sweet lilac, violette, melon, orange quince, tamarind, sky turquoise, burnished gold, papaya, buttercup yellow, chartreuse frappe, black, white, bronze, black pearl. Linings in elder yellow, golden poppy, tearose, corn-silk, willow green, mistletoe, bluet, fawn, buttonwood, chestnut, falcon grey, ash grey. Special waterproof lining in black walnut. Slipper and Bootmaker Kid in red, light tan, burgundy, tan, green, blue, yellow.

In attendance: Russ Anton, Robert E. Binger, Herbert Agoos, Robert Ingraham, Benjamin Simons, M. C. Campbell, Edgar Loewe, John Mulroy, C. E. Hendricks, J. T. McCauley,

Martin Fife, Al W. Meier, Prentice McNeely, Bert Lappen, F. A. McDonald, A. Schoenberg, Frank Lynch, Albert Huesing, Max Friedlander, Sam Somerset, John A. Spille, Helene O'Hara, Al Tandy, Irving Fife, Dorothy Campbell, Mac Nieman, Myer Lowenstein.

Amalgamated Leather Cos., Inc. All official colors in kid leathers both glazed and satin finishes and in Charmooz (suede kid); a full line of colors in kid linings; Ambuck, white suede kid; Amalac, lustre kid, in all colors; soft touch kid in a complete range of colors; and a complete line of colors in genuine rep-

In attendance: Frederick J. Blatz, Edward C. Bunn, William Simpson, Earle B. McMullen, George J. Hofmann, Thomas F. Dorrity, F. J. Kel-

### CARL M. LOEB. RHOADES & CO.

Members of All Leading Exchanges

#### **HIDES AND SKINS**

#### TANNING MATERIALS

NEW YORK 42 Wall St.

BOSTON 70 South St.

**BUENOS AIRES** Sociedad Anonima de Exportaciones Sud Americanas (Sadesa) Cangallo 444

#### EXHIBIT COMMITTEE

Dan Hickey, Chairman Surpass Leather Company Frederick J. Blatz Amalgamated Leather Companies, Inc. Milton Hubschman E. Hubschman and Sons, Inc. Frank R. Lemp Armour Leather Company George H. Mealley The Ohio Leather Company Robert J. Mellin A. C. Lawrence Leather Company Joseph W. Macpherson John R. Evans and Company

#### MARIGOLD SUEDE The Fashion-rite SUEDE CALF

"Leathers of Self-Evident Quality" ALSO

SUEDE KID IN ALL COLORS

AT WALDORF-ASTORIA . BOOTH 5

#### MARCUS, FORSCHER & CO. WARIGOZO

93 GOLD STREET, NEW YORK Agents in principal shoe centers



ley, William R. Becker, Elmer Froehlich, Gordon Kitchin, William Heatzig, Walter Merrewether, Peter Nadeau, John Curran, Chris Curran, Sylvie Hamilton, Willard Hollander, Lewis Haupt.

Amdur Leather Co., Inc. Elk sides, specializing in White Elk-All sizes: Kips, Extremes, Regulars. Chrome Retan Splits for hard sole California type shoes and slippers and street shoes. Slipper Splits-Red, copen blue, navy blue, royal blue, light blue, brown, black, green, wine, corn yellow, turquoise, pink, buttercup yellow, grey, white, beige and reindeer. Workshoe splits black, army russet, town brown, natural. Ooze Lining Splits in waterlily, grey, white, color No. 21 beige and No. 41 beige. Chrome Splits for all purposes - workgloves, finished, dope skiver grain, hand splits, playsuits and chaps, specialty splits.
In attendance: N. W. Amdur, S. G.

anner's ar

#### . GENUINE SHELL CORDOVAN BUTTS

Imitated but never equalled. The outstanding aniline leather — soft for comfort, long wearing with lasting beauty. "Horween Cordovan" is specified by leading manufacturers and retailers.

#### Tanned with care by experts—Soft, mellow, long wearing, —smartly finished—"The Luxury Leathers," for specialties and shoes. SIDE LEATHERS

#### . FINEST QUALITY GRAINS

Beautiful finish, rich appearance and unusual wearing qualities. A high grade leather for high grade footwear.

#### HEAVY LEATHERS

. VEGETABLE CALF

"IT'S TIMBER TANNED"

Chrome, Vegetable and combination tanned. Leathers that combine service and economy. Black and colors.

#### GLENGARRY CORRECTED



#### NEW YORK

HERMANN LOWENSTEIN Inc. 26 FERRY STREET

#### BOSTON

KAYE and BARNES, INC. 93 SOUTH STREET



ve take the Gamble.

#### YOU PLAY SAFEI

No Risk... when you order on a 60-DAY FREE TRIAL BASIS.

Order one today...Pay nothing unless you keep it after a 60-day trial.

# KLICKERBLOG

RESINATED RUBBER CUTTING PADS...FOR

Same NO RISK terms for Laminated Blocks... ANY SIZE... For Dinkers or Beam Presses

2 Genesee Street KLICKER BLOC LAKE ZURICH, ILLINOIS

Export Business Welcomed...A Few Distributorships Available

**Exclusive Tanners of** 

# Shark Leather

OLCOTROP Shark

For The Jamous Shark | Shark Zip Shoes

EASTERN CUBAN

FOR SHOES - LUGGAGE BILLFOLDS-STRAPS FINE LEATHER GOODS

OTHER PRODUCTS

CONTRACT TANNERS:- SPECIALIZING IN COW-HIDE - SIDES AND BELLIES - MOROCCO LINING GOAT — SKIVERS — SEALSKINS — BUFFALO **PIGSKINS** 

Ocean Leather

NEWARK, NEW JERSEY

Laties, A. E. Gitter, B. Alpers, R. Le-Craw, H. Galpert, C. Allen, W. Grafe, Chase Kepner, K. Kepner, S. Liebman, G. Cumming, J. Mahler, M. Kutchin.

William Amer Co. Glazed "King Kid" in black, brown, blue and tan. Satin "King Kid" in black

In attendance: W. C. Hunneman. Jr., Laird H. Simons, Jr., Harry J. Kohout, Henry V. Noonan, E. N. Simons, John Gross, C. Roy Fisher, Mullins, Trowbridge & Co., Geo. W. Newman Leather Co., Salomon & Phillips, R. L. Stiles & Co., Wm. M. Taggart & Co., A. A. Wakeford Inc.

American Belly Tanning Corp. Lining Sides & Bellies, Sandal Bellies, Case, Bag and Strap Sides, Tooling Leathers, Strap Bellies.

In attendance: A. Dreher, F. Goldmann, M. Hadra, K. E. Jesselson, K. Fox.

American Hide & Leather Co. Women's: Rosebay Willow Calf, Princess Calf, Willow Calf Natural Back, Ooze Calf, Pocketbook Calf, Softan Sides and Kips, Empire Sides & Kips, Amerigrain Sides & Kips in malacca brown, walnut brown, turftan, admiral blue, cherry red, basque red, green pepper, Irish green, golden wheat, cognac. Men's: Willow Calf, Royal Calf, Softan Sides & Kips, Amerigrain Sides and Kips, Empire Sides and Kips in bourbon, redwood brown, cherrytone, American burgundy, town navy, lariat tan, hunting green.

In attendance: Carl F. Danner, John Bates, Coyde Rycroft, Roy G. Julow, Richard Willmes, Charles Green, Willard Jordan, John Daggett, Philip Light, Harry Getzov, John Rowan, Raymond Walker, Philip MacDonald, John O'Neil.

American Kid Co., Inc. Lining Kid-Black, brown and in a variety of colors, waterproofed. Suede Kid Black and colors. Glazed Kid-Black and colors. Multi-Colors—Kid and Cabrettas. Slipper Kid—Red, blue, wine, black, brown, green, yellow. Cape Skins—Red, blue, wine, black, brown and green. Gold Kid—Leaf-Gold & laminated. Silver Kid Leaf and laminated. Elk and Smooth Sides, Natural Sole Splits, Work Shoe Splits, Suede and Lining Splits.

In attendance: Herbert Gruskin, Michael Gruskin, Robert S. Berman, Erwin L. Berman, Victor W. Heartel, Harry Galpert, Albert Galpert, Ray Larkin, Louis Halle, Henry Halle, Otto Hasse.

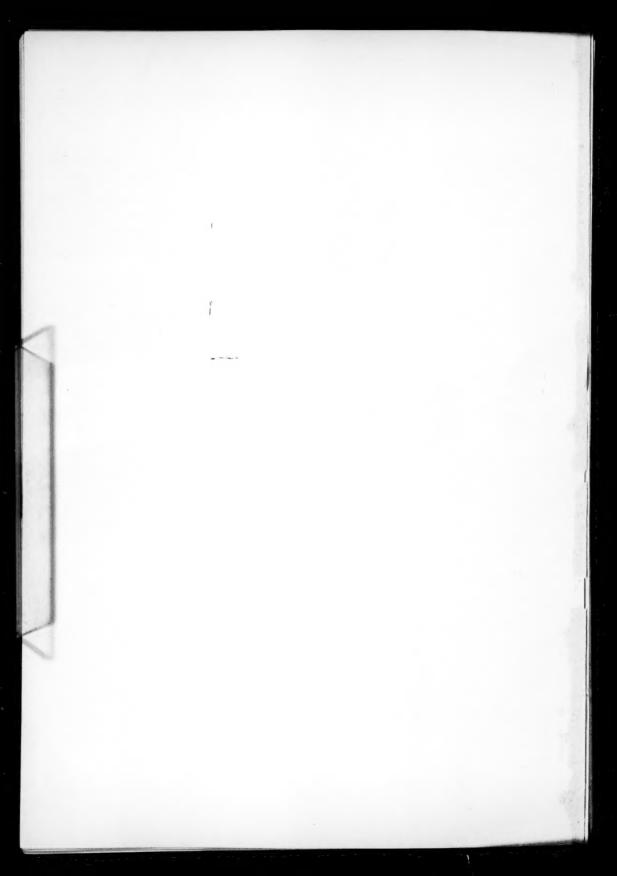
Carl Antholz, Inc. A complete line of Lizards, Snake Skins and

for leather colors that speed up sales ALWAYS SPECIFY National Aniline Dyes

> Now is the time to have a dyestuffs supplier whose preduction is integrated from basic row materials right through to the finished dyes! For quality and service, you can depend on NATIONAL ANILINE DYES

# TIONAL ANILINE DIVISION





other Reptilian Leather in all the leading colors.

In attendance: Carl Antholz, John Connolly, Robert P. Eberlein, Kurt Bier, Don Stephens.

Armour Leather Co. Maison—full grain comb. tanned Kip. Crystal—full grain Chrome tanned Kip. Bokide—full grain Chrome elk for juvenile shoes. Babuck kip. Cossack—comb. tan corrected grain Kip. Ivory—Chrome tanned corrected grain Kip. Skeet—Chrome tanned corrected grain elk Kip. Shebeau suede splits. Ooze lining splits.

In attendance: Alan Childe, John F. Daley, Gus Edlund, John Hungler, Frank R. Lemp, John Wiemann, C. L. Heselton, Wm. A. Hartel.

Peter Baran & Sons, Inc. Genuine Alligator Leather in the latest Spring Shades.

In attendance: V. P. Baran, M. L. Baran, V. E. Krossa, S. S. Cohen, S. G. Mihalik, W. E. Kelley, E. M. Saloman, A. Dietrich.

J. S. Barnet & Sons, Inc. Calf: Thorobred, Brawnie, Belmont, Barlite, Breton, Barbuk, Glowella, Glowette. Demi-Veals: Thorobred, Breton, Barbuk, Barnet Suede.

In attendance: Carl J. Barnet, Howard J. Barnet, Carl J. Barnet, Jr., Howard J. Barnet, Jr., James R. Barnet, Robert P. Eberlein, John G. Freeman.

Barnet Bros. Leather Co., Inc. Alligator, Alligator Lizards; Agra, Bengal, Calcutta, Philippine Ring, Java Ring lizards; chouries, ermine snakes, boas, pythons, whipsnakes, hooded cobras and South American ostrich in the latest spring colors.

In attendance: Ralph Rosenberg, Fred Blumenthal, Matt C. Campbell, Neal Stienkemeyer, Robert O. Bardon, Sydney Steen, Sam Denker, Leo Byette.

Barrett and Co., Inc. Lined and unlined weights in Lasticalf and Llama Calf; Hyland grain calf, Scotch Grain Calf, Galloway, Angus, Londonderry.

In attendance: Fred A. Lyons, George J. Gutjahr, Irwin C. Wehmeyer, I. E. Vitkin, George E. Poh and Hunter L. Barrett.

Beadenkopf Leather Co. Glazed Kid: Black, town brown, cherry red, parkway green, basque red, butter-cup yellow. Glazed Slipper Kid: Army russet brown and burgundy. Glazed Kid Lining: Miami, grey, water lily. Suede Kid: Black and royal blue.

In attendance: H. K. Dugdale, J. B. S. Holmes, Arthur T. Devlin, Timothy A. Devlin, Walter N. Schafstall, J. C. Stroope, Edward A. Vollbrecht, Jr., Benjamin Biron, Ludwig Cahn, Joseph W. Hall.

Beggs & Cobb, Inc. Grains: SnoBuck, Komfi Kip, Playtog, Winchester, Wedgemere, Burlee, Dress Smooth. Splits: Suedes, Ooze Linings, No-Slips, Slippers, Finished Linings, Dresshu, Workshu, Gussets. Women's Colors: Cognac brown, turftan, cherry red, play red, Irish green, green pepper, admiral blue, renaissance, russet glow, golden wheat. Men's Colors: Redwood brown, golden harvest, bourbon, American burgundy, brown oak, barkbrown, admiral blue, butternut, smoke.

In attendance: G. B. Davy, Newell Ellis, George Messinger, Harry Keller, Charles Wood, Robert Stitt, Polly Drew. Arthur S. Patton Leather Co., St. Louis, Mo.; Wm. B. Heald & Co., Chicago and Doerner Leather Co., New York.

The Bernard Co., Inc. White Elk Kips and Sides (Lined and Unlined Weights); Black and Colored Smooth Calf and Kips (Women's weights); Embossed Calf and Kip Grains (Women's Weights) and Pearlac Silk Kid.

In attendance: Paul L. Bernard, Sr., Paul L. Bernard, Jr., H. E. Cope, St. Louis; Vogel Helmholz, Baltimore and Jos. B. Aylor, Cincinnati.

Blanchard Bro. & Lane. Upholstery leather, shoe lining sides and butts, flexible splits.

In attendance: C. C. Gunterberg, S. B. Gay, George J. Belzel, E. S. Fitzgibbons, John Koeniger, Donald Jones and Wendel Levings.

N. Brezner & Co., Inc. Smooth and elk kips, extremes and sides in black, white, army russet and highstyle colors such as: Admiral blue, cherry red, basque red, pepper green, Irish green, golden wheat, ginger spice, turftan, redwood, cherrytone, army russet, navy blue, cognac, town brown, oxblood, burgundy, smoked, wine. Printed and embossed side leathers in reptile and other designs in all popular colors. Ooze and finished splits, for linings and uppers. Military side leathers meeting all Govt. specifications for combat, garrison and other footwear.

In attendance: Nathan Brezner, Melvin Snider, Jack Abrams, Robert Shuman, Jack Schweitzer, Maurice Fox, Walter Corty.

Burk Brothers, Inc. Jamaica (firm elk) Belmont (firm smooth chrome) Saratoga (mellow elk) Pimlico (Mellow Smooth chrome) in medium blue, burgundy, Irish green, cognac brown, medium brown, Manhattan brown, cherry red, black, white. Also, "OXALENE" in shades of brown and burgundy. Upper Splits (smooth and hair cell) in brown, burgundy, black, red, blue, Slipper Kid in blue, red, brown, burgundy, black glazed kid and black waterproof kid lining. In attendance: H. B. Fitzpatrick,

In attendance: H. B. Fitzpatrick, B. C. Carroll, R. J. McConnell, Charles Hinski, T. Chain, Emmet McGrath, Walter Hardtke, Donald Sleeth, Harry Shaak, Wm. Wesseling, Wm. Grafe, Wm. Davidson, H. Steskel, T. Oster, Max Kaufman, Charles Lieb, I. E. Vitkin, Richard Rice, Neil Griffith.

Carr Leather Co. Suede Leather (Repeat Colors) Maple, Spicetang, Coppertone, Admiral Blue, Basque Red, Green Pepper, Irish Green (New Colors) Sandalwood, Burnt Sugar, Avenue Gray, Malacca Brown, Flight Blue. Brushed Leathers in repeat colors—Desert Copper, Admiral Biue, Rio Brown, Prairie Brown, Slate Gray, Forest Green.

In attendance: Felix Carr, Arthur Carr, James Burns, Leo Hamel, Emmett Keenan and Maurice E. Carr, I-

Colonial Tanning Co., Inc. Patent leather in black, tropic tan, malacca brown, benedictine, cognac, walnut brown, turftan, russet glow, admiral blue, flight blue, cherry red, basque red, green pepper, Irish green, golden wheat, avenue gray, maple, buttercup yellow, chaudron, jade green, chalky pink, sky turquoise, violette, crayon blue, gay fuchsia, gunmetal, bronz, copper.

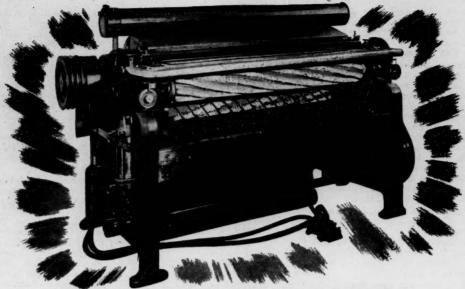
Colotan (smooth sides) in malacca brown, cognac, turftan, benedictine, russet glow, admiral blue, flight blue, cherry red, maple, basque red, green pepper, Irish green, golden wheat, black, white, buttercup yellow, eggshell blond, crayon blue, jade green, sky turquoise, sweet lilac, violette, gay fuchsia, chalky pink, sun coral, lime, burnished gold, walnut.

Velka (elk) side leather in army

Velka (elk) side leather in army russet, turftan, benedictine, russet glow, admiral blue, cherry red, basque red, mountain grey, green pepper, Irish green, golden wheat, eggshell blond, canyon sand, claret, smoke, white, black, cinnabar, natural saddle, buttercup yellow, chalky pink, crayon blue, jade green, sky turquoise, violette, sweet lilac, gay fuchsia, burnished gold, sun coral, lime, baby green, baby yellow, baby pink, baby blue.

Suede splits in black, cafe brown, navy blue, pearl grey, misty grey, turf green, parkway green, rust. Ooze lining splits in grey, waterlily, beige.

(Continued on Page 108)



# THE FULTON COUNTY OSCILLATING BUFFER with Pneumatic "Toe Control"

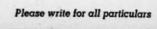
Vewest addition to our family of great machines or the shoe and glove leather industries is the ULTON COUNTY OSCILLATING BUFFER with neumatic toe control . . . designed for superb buffing nd snuffing. AND - it's a snap . . . one simple peration buffs a side or hide. The FULTON is also ecommended for pasted side leathers.

Bugged, lifetime construction assures years of reair-free operation with a minimum cost for upkeep. to weights to change, no hour consuming adjustments to make . . . set two turnbuckles and operate he greatest buffer in the industry.

Do you have a rigid machine that isn't doing the job? . . . Fulton engineers can, in most cases, convert your present equipment to oscillator type and install "Toe-Control" for better buffing and ease of operation.

Tall or short, "Toe-Control" is universal, may be adjusted to fit your operator and placed for easy access, high or low, left or right. With pneumatic toe control fatigue is decreased, production increased. "Toe-Control" may be attached to any

existing machine at a surprisingly low cost . . . and no wait for delivery.



# FULTON COUNTY Machine & Supply Co. Inc.

71 WEST FULTON STREET . GLOVERSVILLE, NEW YORK

Foreign Representative

WOLFF INTERNATIONAL, INC.

2577 NORTH TEUTONIA AVE.

MILWAUKEE 6, WIS.



Eastern Representative

GEORGE FROMER CO., INC.

27 WALNUT STREET

PEABODY, MASS.

LEATHER and SHOES

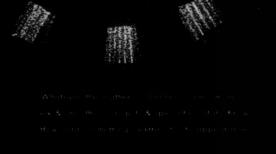
August 11, 1951

a banner array of leather finish colors in...



# P S E S

STAHL FINISH CO.





STAHL FINISH COMPAN

PEABODY, MASS MONTREAU CANADA

#### Allied Products Show Will Be

# BAROMETER FOR SHOE SALES OUTLOOK

#### Business confidence of industry to be indicated by buying interest

WITH the lull in shoe business over the past few months, shoe suppliers have reflected every pang and wince of the shoe manufacturer. The state of business in the allied trades, of course, rises and falls on the fortunes of shoe business. "But the famine is over," said one prominent shoe supplier. "There's no way to go now but up."

This optimistic note will be demnistrated, it is hoped, at the forthcoming Allied Shoe Products Show cheduled for August 19-22 at the Belmont-Plaza Hotel in New York. There, more than 100 of these shoe upply firms will exhibit, and the Show is expected to set the "tone" and outlook for shoe business over the next six months. In short, the response to that Show may be regarded as a fairly accurate barometer of feeling among buyers and producers.

#### Tang of Optimism

A tang of optimism can already be elt in the air on the basis of "economic reports" which are being adanced. For example, shoe producion for the first seven months of 1951 was a little over one percent below the same period of 1950. However, in these seven months of this year a substantial output of military shoes was realized. This gave a boost to men's shoes-though men's dress shoe output remained about even with the first seven months of 1950. Hence, if we eliminate men's shoe production, we find the remaining shoe output for the first seven months falling four percent from the same period of last year.

This, say the economists, holds for an optimistic outlook. Shoe production is monotonously stable, averaging a shade over three pairs per capita annually. So far this year we are below that average. Hence, it is believed that before the year is out, shoe production will be stepped up, on the basis of demand, to match the annual per capita consumption pattern. In short, if we've fallen slightly behind in the first half, the chances are good we will run a little ahead in the second half—especially the last quarter—so that over the year the production and consumption figures will balance with the traditional pattern.

Boiled down to a simple statement, it means that the outlook for shoe business is wholesome, that the bottom of the trough has been passed. The respected "analysts" in shoe business favor this thinking. And shoe suppliers, regardless of recent discouragement, are finding their own spirits perked up.

Prices are expected to stay soft for a few more months, then begin to firm up. By this time, everyone is quite familiar with the inventory story as the basic cause behind the price softening. But actually there had been little genuine over-buying by shoe retailers. There was only a mild under-buying by consumers after the unexpected flush of sales of January and February of this year.

As one shoe manufacturer said, "Retailers of hard goods and other types of consumer goods put up a stronger fight for the reluctant consumer dollar than did most shoe retailers. The consumer dollar went, naturally, to the stores with the most come-on lure merchandising."

Shoe stores did, however, strongly promote sales through reduced prices and "bargain sales." This, however, served at best to only hold sales near 1950 levels, but did not increase them above last year. Said one retailer, "And we were damned lucky to do even that." Considering that virtually every product on the market over the past few months has been waving its arms frantically to attract the consumer, shoes did pretty well in this fierce competition.

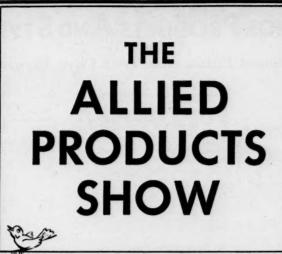
However, whereas consumers can and do tend to wait or delay in making other types of purchases, their purchase of footwear is on a fairly dependable schedule which, over the course of the year, averages three pairs per capita. This has been consistent over the past 30 years, and shoe men therefore have reason to feel that a semblance of feast will surely follow a semblance of famine.

#### Insight Gives "Jump"

Some shoe suppliers have not been able to see the retailer and consumer for the shoe manufacturer who looms so large in the direct path of their sales sight. Insight into the condition and thinking of shoe retailers and consumers can give the shoe supplier a bit of the "jump" on the sales outlook for his products.

For instance, though consumer sales are holding high, it has been largely by virtue of potent retail merchandising and lower prices. Nevertheless, consumer savings are reported to be at their highest level since 1945. Employment is also high, and will shortly reach 63,000,000—at the highest earnings in our history. These three factors alone — savings, employment and earnings — spell a tremendously high purchasing power

(Continued on Page 143)



# For SPRING

The ALLIED SHOW IS THE PLACE TO GO... to speed your advance Spring season planning. More and more executives, buyers and stylists in the shoe industry are finding they accomplish more with less time and effort at these important exhibits. Plan NOW to attend and see...



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#### Advance Silk Thread Corp. New York, N. Y.

Room number: 1002 On display: Silk thread. Representatives: J. M. Philips, Murray Lee.

#### Allied-City Wide, Inc. New York, N. Y.

Room number: 1141 On display: Paper specialties, insole board, etc.

#### American Stay Co. East Boston, Mass.

Room number: 1028 On display: Leather binding; leather "NUfold" stripping. Representatives: Edw. B. Luitwieler, Bert F. Glass.

#### Armstrong Cork Co. Lancaster, Pa.

om number: 904 display: Cushion cork; cork composi-

tion platforms; cork-and-rubber platforms; cold bottom filler.

Representatives: C. T. Potts, D. P. Paiste, H. D. Cupitt, F. R. Trenor, D. A. Comes, Jr., P. H. Fiebiger, H. R. Ensor, J. P. Schnitzer.

#### George J. Atchue New York, N. Y.

Room number: 1023 Noom number: 1023
On display: Union Bay State Chemical
Co.'s adhesives and finishes. Lowell
Counter Co.'s moulded quarters and
counters. Der-Tex Corp.'s innersoling and platform material.

Representatives: Geo. J. Atchue, Ralph P. Atchue, Wm. Herlihy. Jerry Lunder.

#### Bay State Fabrics, Inc. Boston, Mass.

Room number: 1022 On display: Nylon mesh-men's & women's trades, nylon lace, rayon mesh, rayon lace, Dublin Irish linen, "Butcher Boy" checks, "Yankee" straw, "Honeycomb" straw in new weave and color combinations, playtime linen, embroidered linens and shan-tungs, "Nublin," "Bayzon," "Baycosuede," "Metalweave" mesh, etc. Representatives: Peter Kranz, Burt Sand-ers, Ben Shaffer, Ed Perry, Horace Beaven.

#### Ben-Berk Fashion Creators New York, N. Y.

Room number: 1012-1014 On display: Shoe pullover models and Representatives: Harry Berk.

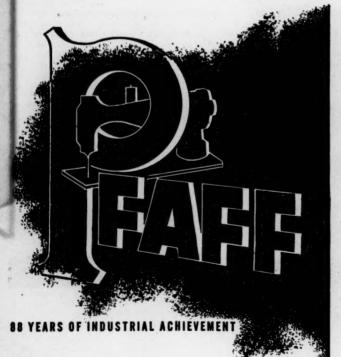
#### Henry S. Blackwood New York, N. Y

Room number: 1107 On display: Eyelets, buckles, ornaments and linen thread.

#### Boweratt Co., Inc. New York, N. Y.

Room number: 912-914 On display: Shoe trimmings; buttons, braids, metal findings, bows, etc.
Representatives: Sol Kowal, Jack Kowal,

(Continued on Page 144)



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August 11, 1951

LEATHER and SHOES

53



Leather business may take surprising turn upward, despite current doldrums. Highly interesting analysis by Tanners' Council showing comparison of upper leather bookings for 1949-50-51. Last/ half of '50 thrown out of kilter by Korean war. But bookings in 1949 and first 7 months of 1951 show surprising parallel. If parallel continues as it has to date, leather business could show marked movement upward beginning very shortly.

Pattern of feast-after-famine, and vice versa, applies here. Line of leather bookings on chart over past three years shows steady, periodic up-and-down. Chart line on these bookings has been downward since May, is now regarded at bottom of trough and definitely due upward if traditional pattern holds good, as is expected it will.

Interesting profits picture for leather and leather products industry just released by Securities and Exchange Commission. For 1st quarter of 1951, the industry's profits before taxes were an estimated \$42 million, a drop of 19% from the \$52 millions recorded for the last quarter of 1950. Profits after taxes for 1st quarter of 1951 an estimated \$20 millions, or 29% down from the \$28 millions in the last quarter of 1950. But net profit for first quarter of 1951 (\$20 millions) was 67% better than the \$12 millions net registered for 1st quarter of 1950. However, a good part of the "improved" net can be attributed to higher prices and deflated dollars.

How much have shoe and leather prices risen in past year? Latest Bureau of Labor Statistics figures compare June 1950 with June 1951. Shoe prices up 26%; hides and skins up 21%; leather up 41%; other leather products combined up 27%. All these products in aggregate show an average rise of 26%.

Shoe price increase is somewhat distorted by military footwear. Average factory value per pair in May was \$4.21 a pair, as against \$3.34 average for May, 1950—a 26% increase. But heavy shipments of military footwear this year, as compared with 1st half of 1950, raises average factory value per pair. Actual rise of civilian shoes is estimated at around 15%.

Analysis of decline in use of leather soles very interesting. In May, leather sole usage fell to record low of 43%, while composition types rose to record high of 51%. Breakdown of figures shows where leather soles losing out. In youths' and boys' shoes, only 3% made with leather soles; in misses' only 20%; in children's, 31%; in men's, 42%; in women's, 48%. Remaining strongholds are babies' shoes, 98%; infants', 79%; athletic, 82%; slippers, 80%.

Now comes "Science-Fiction Footwear" or call it what you will. The kids have gone wild about such TV programs as Tom Corbett, Space Cadet, and Space Patrol. Fiction based on interplanetary war, exploration, space ships, science-of-the-future stuff.

Example of the sales opportunities. Few weeks ago the Los Angeles store of the May Co., department store chain, ran a big merchandising splash on "space apparel"—cosmic caps, space patrol helmets, shirts, pajamas, etc. By noon, cops had to be called to control the 30,000 kids that jammed the store. Tom May, executive vice-president, said he'd never seen anything like it. "This world-of-tomorrow apparel for kids is the new thing—may be bigger than the western stuff." The store had everything except shoes. There were no world-of-tomorrow shoes. Everybody sales-awake but shoe business.

Miscellany—A valuable study by Census Bureau based on year 1948 shows there were 19,554 shoe stores whose total sales came to \$1,472,363,000, and a payroll of \$165,264,000 for 71,503 employes . . . Leather luggage reported hard hit by competition from plastic and fabric bags. Retailers report sharp increase in demand for these types. Price main factor. Example: a traveling case of koroseal sells for \$22.75, while comparable size leather bag sells for \$45. . . . Attempts by some congressmen to restore livestock slaughtering quotas, recently dumped by change in Control Act, have little or no chance of succeeding . . . Shoe retailers, along with all other retailers, face crackdown because of failure to file price charts with OPS. Justice Dept. has been instructed to institute suits. Thousands have neglected to file, on false assumption that Congress might junk whole price control program . . . June employment in leather and leather good manufacturing reached 380,000, gain of 10,000 over May, but 2,000 below June 1950, and well below April 1951 beak of 393,000. Production worker totals: April 354,000; May, 331,000; June, 341,000.

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#### DEMAND CHANGE IN MILITARY BIDS

#### BROCKTON LEADS IN FIGHT FOR ORDERS

#### Small Firms Can't Compete On Price Basis

The many smaller producers of men's shoes in the Brockton, Mass., area this week intensified their organized efforts to amend the legislation pertaining to military shoe procurement so that a portion of all military shoe contracts will be awarded to smaller firms in the bidding. The drive, spearheaded in Washington by Senators Lodge and Saltonstall, along with Representative Wigglesworth, all of Massachusetts, is said to be making appreciable progress.

The bill that has been introduced states that up to 20 percent of the military order should be withheld from the lowest bidder and used for distribution among small business firms, not exceeding five, interested in the order. These small firms, however, cannot bid more than 15 percent above the price of the lowest bidder and be eligible for an award.

#### Want Multiple Awards

Also interested in the appeal of small business for these military orders is Mrs. Anna Rosenberg, Defense Manpower Director, who is urging "payment of justifiable price differentials in negotiated procurements to accomplish the objectives of broadening the industrial base of suppliers." It is the contention of smaller shoe producers that they cannot compete successfully with the "bigs" on a price basis alone, and that other considerations should be involved on military contract awards. Mrs. Rosenberg is urging dividing procurement contracts "into reasonably small lots to permit making multiple awards to the greatest extent practicable."

The Brockton men's shoe manufacturers are distressed by sluggish civilian shoe orders and the failure to obtain military contracts to compensate for slow business. In a detailed brief submitted to individuals in Washington, the Brockton shoe group pointed out that all the shoe manufacturers in the Brockton area were devoting their efforts exclusively to military shoe output. Three of the four Army-Navy "E" awards given to the shoe industry during

World War II went to Brockton area firms. The brief stated that the conduct of these Brockton shoe producers "was in marked contrast to the initial non-cooperative action toward military footwear procurement of the large shoe manufacturing companies situated elsewhere in the U. S."

Seventy percent of the payrolls in the Brockton area (100,000 population) are derived from the shoe and allied shoe industries. The area has 7,000 shoe craftsmen, with an experience of 51 years.

average age of 51 years.

The Brockton report emphasizes that price should not be the only consideration in awarding military contracts; that quality of product, employment, area labor costs, and other factors are involved.

#### INTERNATIONAL'S NET SHOWS DROP

For the first six months of its fiscal year ending May 31, International Shoe Co. showed a net income of \$4,661,729, or 4.3 percent of sales, as compared with \$4,554,943, or 5.4 percent of sales for the same period of a year ago. Considerably higher federal taxes was ascribed as chiefly responsible for the income dip. The company's taxes for the first six months of 1951 were \$4,991,333 as compared with \$2,896,852 for the comparable period of last year.

Leather and other materials produced by the firm for its own use had a value of \$57,747,052, resulting in a total product value of \$165,859,645 for the six months. This compares with a total product value of \$120,702,208 for the same period of last year.

Of the increase in sales thus far this year, \$13,083,432 was accounted for by military shoe production. No military shoes were made by the company last year. Civilian sales showed an increase of \$10,102,540, or 12 percent over last year. But average price of shoes shipped this year was about 15 percent higher than last.

The company told its stockholders, "Inventories of shoes in all hands, while ample, cannot be far out of line with normal, since the production of the industry over the past 12 months has not been excessive. . . . We feel confident that our company will close 1951 as another good year."

#### FIRE DESTROYS TWO PEABODY TANNERIES

#### \$500,000 Blaze Wrecks Korn And Salwin Plants

A spectacular fire which started in a wooden granary in the heart of the business district of Peabody, Mass., completely gutted the Salwin Leather Co., finishers and embossers and tanners of chrome splits. Extreme damage was also done to the Korn Leather Co., tanners of side upper leather and chrome splits. A third tannery, the Fermon Leather Co., Inc., makers of chrome splits, shoe linings and glove leather, barely escaped being caught in the blaze.

The total damage is estimated at \$500,000, and the state fire marshal's office is investigating the cause of the fire, as yet undetermined. The fire, which started in the old granary, an ancient three-story wooden structure, quickly spread to adjacent three-story brick and wooden building occupied by the Salwin Leather Co. Fire quickly consumed the interior of this plant, which housed an estimated \$30,000 in machinery and equipment, plus a large but unestimated amount of inventory.

Fire apparatus from five surrounding communities battled the blaze. Flames reached 150 feet into the sky, were visible for a radius of 15 miles. Some 20,000 spectators watched the

#### Korn Flooded

Sparks and flame swept 100 feet across the streeet onto the roof of the wooden building occupied by the Korn Leather Co., and the structure was immediately aflame. The entire sprinkler system was opened, flooding the building from top to bottom and causing considerable water damage to inventory and equipment.

The Fermon Leather Co., situated next to the Salwin plant, was seriously threatened. Firemen threw up a heavy protective wall of water and saved the Fermon plant.

It is estimated that nearly a thousand leather workers were left jobless. The Korn Leather Co., which employs 600, will be closed for several weeks until the damage is repaired.

#### 3rd QUARTER QUOTAS ON HIDES REDUCED

#### Improved Supply Favors Lower Quotas

The Office of International Trade, Commerce Dept., has set export quotas on hides and skins for the third quarter of 1951. These will consist of 20,000 buffalo hides and wet cattlehides, and 50,000 wet and dry calf and kip skins.

In view of the favorable hide supply situation in Japan, previously one of the largest importers of U. S. hides, OIT does not expect to issue any licenses for export of hides to that country in the next quarter. This situation is reflected in the new hide quota, which has been reduced by 40,000 hides as compared with the second-quarter export quota.

The new calf and kip skin quota has been reduced by 28,000 skins as compared with the last quarter. However, Japan will be granted licenses in the next quarter to import

such skins.

OIT will continue to license dry cattlehides on an "open-end basis in the third quarter. Under this licensing, no formal quantitative quota is established, but exports are controlled with due regard to national security and protection of domestic

Imported dry calf and kip skins in bonded warehouses, for which no consumption entry has been made, also are free from quantitative limitations. The time squedule for submitting license applications covering wet cattlehides, buffalo hides, and dry and wet calf and kip skins, has been extended from July through the month of August. This extension has been granted to give exporters sufficient time to file applications under the new quotas.

#### **NPA ALLOWS TANNERS** TO PROCESS MORE

NPA has extended for two months its regulations on the processing of goatskins, sheepskins and certain other rawstock. The amounts that tanners may process was increased.

In an amendment to Order M-62, effective August 1, processing limitations on horsehides, cabretta, goat-skins, sheepskins, shearlings and Kangaroo skins were extended through September, 1951. The order previously covered the three-month period, May 1-July 31.

Since supplies of both domestic and

#### GENERAL SHOE CORPORATION BUYS JOHNSON & MURPHY SHOE COMPANY

The rapidly expanding General Shoe Corp., the country's fourthranking shoe manufacturer, has added another important purchase to its growing list, with the buying out of the 101-year-old Johnson & Murphy Shoe Co., Newark, makers of highgrade men's dress shoes. The purchase price was not disclosed.

J&M shoes are sold through independent shoe retailers and name department stores throughout the country. General will continue the present method of distribution. The J&M company will be operated as a sep-arate division by General, maintaining its present offices in Newark where the shoes will be manufactured. With General's topgrade men's shoes (Jarman) in the \$10.95 to \$18.95 range, the acquisition of the J&M line moves General into the top quality field with the J&M line selling at \$27.50 to \$39.50 a pair. Henry W. Boyd, Jr., General's president, stated, "We expect these shoes to be a greater value than ever before."

General plans to intensify all advertising and merchandising techniques applied to J&M shoes, and to step up sales and promotion efforts. J&M officers and personnel will remain practically unchanged, according to General. The J&M Newark plant was included in the purchase. The J&M plant employs about 300,

has a daily production of about 1,000 pairs. Neill P. Overman is president. The company has been described as "practically an overgrown custom house" by Courteneay Overman, vicepresident. Although output of custom-made shoes has been limited in recent years, J&M has continued its practice of varying its basic styles from dealer to dealer and from city to city, preferring to produce to customer specifications rather than against stock.

The Newark concern was established in 1850 by William J. Dudley. who learned the craft in his home town of Northampton, England. When he came to America to open his plant he brought 30 of his former employes with him. The company's policy was to make only the highest quality footwear. Volume gradually increased as the shoes gained in fame. Some of the country's presidents and other national celebrities. including Henry Ford, were cus-

tomers of J&M shoes. Dudley acquired James Johnson as a partner in 1880, and two years later when Dudley died, William H. Murphy became a partner, the company then taking on its present name. Larger quarters in the city were ac-quired in 1892. The management underwent another expansion program in 1925, when the present phase of its operations began.

#### SMILES OF EXPANSION



The two General Shoe Corps. chiefs, President Henry Boyd, Jr., and Board Chairman Maxey Jarman, aglow with pleasure as the sale of Johnson & Murphy Shoe Co. to General is completed.

foreign hides and skins have increased, the amounts permitted to be processed have been changed from 300 percent for the original three-

month period, to 600 percent for the five-month period, May 1-Sept. 30. The base period is the average month of 1950.

#### MILITARY **BIDS AND AWARDS**

#### **Army Service Shoes**

Aug. 21, 1951-Army invitatation on QM-30-280-52-65, on 31,680 pairs of service shoes with leather soles and rubber taps. The bid will be opened at 11:00 A.M. at the New York office of the Quartermaster Procurement Agency, 111 East 16th St., New York City.

#### Leather Dressing

Sept. 4, 1951-Army invitation on OM-30-280-52-67, covering leather dressing, preservative and mildew preventive, emulsion, Type I, 21,288 gallons in one-gallon cans, is opened to bids at the New York office of the Quartermaster Procurement Agency at 11:00 A.M.

#### Combat Boots

Sept. 5, 1951-Bids will be opened at 2:00 P.M., at the New York office, 111 East 16th Street, on 57.912 pairs of Army Combat Boots, on order QM-30-280-52-74.

#### 10.000 PAIRS GO TO E-J

The New York Ouartermaster Procurement Agency awarded Endicott-Johnson Corp. the contract for 10,000 pairs of women's black dress oxfords, on order OM-30-280-51-NEG-761. valued at \$44,900.

#### DOYLE GETS ARMY AWARD

The Doyle Shoe Co., Brockton, Mass., received the New York Quartermaster Procurement Agency award on 12,000 pairs of low-quarter tan shoes for the Army, on Bid QM-30-280-51-1193, valued at \$58.867.

#### McELWAIN LOW BIDDER

J. F. McElwain Co., Nashua, N. H., was low bidder at the opening of Navy Invitation 9242, calling for 60,000 pairs of high, black general purpose shoes. McElwain offered to supply the entire quantity at \$5.84 a pair, FOB cars, Nashua. There

#### Douglas Plant Bought By Knapp Bros.

Knapp established in Brockton about 20 years ago and has since had phenomenal success in the mail order shoe business. Today the company employs about 1300, in addition to 4600 salesmen throughout the country. The new plant is geared for a daily production of 10,000-12,000 pairs.

were 14 bidders in all.

The large Brockton, Mass., plant of W. L. Douglas Shoe Co. has been purchased by Knapp Brothers Shoe Mfg. Co., largest mail order shoe firm in the world. Knapp will move some 400,000 pairs of shoes from its present factory to the ex-Douglas plant. Knapp has renovated the Douglas plant, and among the new installations are three shipping tables, 120 feet long, the longest in any shoe factory shipping room in the world. The mailing department is set up to handle 5,000 to 8,000 pairs a day. It is estimated that the company's postage costs alone are nearly \$1,000,000 a year.

W. L. Douglas Shoe Co., after operating in Brockton for 75 years, and at one time the country's largest shoe producer, ran into labormanagement difficulties in 1948. The plant was then moved to Scranton, Pa. After suffering further losses, the company sold out to the General Shoe Corp., which now operates the Douglas chain of retail stores.

# **Alligator & Lizard Grains**

HI-TONED FINISHES

MEN'S & WOMEN'S WEIGHTS

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- SUEDE BLACK, WHITE AND COLORS
- LINING OOZE AND FINISHED
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#### 1950 GLOVE OUTPUT SHOWS GAIN OF 28%

Production of all types of gloves and mittens during 1950 totaled 28 million dozen pairs, an increase of some 28 percent over the 22 million dozen pairs produced in 1949, the Bureau of the Census, Department of Commerce, reports.

Dress and semi-dress gloves and mittens totaled 6.6 million dozen in 1950, 3.7 percent more than 1949 output of 6.3 million dozen pairs. All-leather dress gloves, showing an increased output of 3.5 percent, were up 39 thousand dozen pairs. All fabric dress glove production was up 4.5 percent from 5.1 million dozen pairs to 5.4 million dozen pairs.

Leather and fabric combination dress gloves and mittens, hovever, showed a production decline of 32 percent, dropping from 107 thousand dozen pairs in 1949 to 73 thousand dozen pairs in 1950.

Work gloves and mittens produced in 1950 totaled 21.4 million dozen pairs, some 37.4 percent above 1949 output. All leather work glove and mitten output was up 6.5 percent, a gain of 77 thousand dozen pairs. Leather and fabric combination work glove output was up 32 percent from 2.1 million dozen pairs in 1949 to 2.8 million dozen pairs in 1950.

Work gloves and mittens of allfabric construction rose 41 percent from 12 million dozen pairs in 1949 to 17 million dozen pairs in 1950. Following are comparative production figures:

#### 1950 RAWSTOCK AND SHOE EXPORTS FALL

U. S. exports of cattlehides, which in 1949 amounted to 5,6 percent of production, fell to two percent for 1950, the Census Bureau reveals in a recent special study. Exports of calf and kip skins, consisting of 8.9 percent of 1949 production, dropped to 4.2 percent last year.

Cattlehide exports in units have been as follows: in 1948, 350,000; for 1949, 1,104,000; in 1950, 402,-000. Exports of calf and kip skins for 1948 were 1,066,000; for 1949, 949,000; for 1950, 405,000.

Exports of boots and shoes, amounting to 1.4 percent of production in 1948 and 1.1 percent in 1949, fell to 0.8 percent in 1950. Exports by units: in 1948, 6,437,000 pairs; in 1949, 5,135,000 pairs; in 1950, 3,714,000 pairs. These were for all footwear and slippers made of leather and other materials excepting rubber.

#### GLOVE PRODUCTION ANALYZED

	Production		Percent change
Type of gloves and mittens	(thousand 1950	doz. pairs) 1949	1950 compared with 1949
Dress and semi-dress gloves and mittens	6,583	6,346	+ 3.7
All-leather	1,163	1,124	+ 3.5
Leather-and-fabric combination	73	107	-31.8
Fabric	5,347	5,115	+ 4.5
Work gloves and mittens		15,589	+37.4
All-leather	1,253	1,176	+ 6.5
Leather-and-fabric combination		2,147	+31.8
Fabric	17,342	12,266	+41.4



New Hork 16. N. H.

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Braids



Bruce Crompton



Gene Frenzel



John O'Connor, Jr.



Harold O. Toor

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#### 210 ASSOCIATES SET FOR BIG EXPANSION

#### Five Regional Chairmen Appointed For Job

Saul L. Katz, president of the 210 Associates, has announced that this national organization of the shoe and leather industry plans a vast expansion program. With plans set for the nationwide drive, five regional chairmen have been appointed to head the project in their respective districts. These men are as follows:



Benjamin Schwartz

Benjamin Schwartz, Schwartz and Benjamin, Inc., for the New York-New Jersey area; John O'Connor, Jr., O'Connor & Goldberg, for the Chicago district; Gene Frenzel, Berland Shoe Stores, Inc., covering the Missouri area; Bruce H. Crompton, H. C. Godman Co. for the Ohio-Kentucky-Tennessee area; and Harold O. Toor, H. Jacobs & Sons, for the Middle Atlantic region.

"These men," stated president Katz, "have been selected from the 210 membership to lead the regional activities of the organization and to give formal recognition to 210's representation in the major shoe centers of the U.S.'

The 210 Associates originated in 1940 with a nucleus of 210 New England shoe men as a non-profit, charitable organization. Today reaching into all the allied trades as well as the shoe industry on a nationwide basis, membership is 2,500, 55 percent of the membership outside of New England.

#### U. S. SET TO BAN CZECH SHOE IMPORTS

U. S. trade relations with Czechoslovakia are nearing the breaking point. A formal declaration of the break is expected around the first of September. Czech shoes, along with other products, would be curbed by the U. S. ban.

The final straw has come with the 10-year imprisonment of U. E. newspaper correspondent William N. Oatis, on framed-up charges of "spying." Prior to this, a long series of increasingly difficult trade relations has occurred, such as the persecution of American business firms in Czechoslovakia; making criminal the obtaining of ordinary commercial information; demand that the U. S. drastically reduce its embassy personnel; discontinuance of American charitable and welfare organizations; confiscation of American property.

The State Dept. has already proposed terminating all tariff agreements betwen the two countries, and this will be formally introduced on Sept. 17 at the international trade meeting in Washington. Termination of trade agreements requires only a Presidential proclamation.

Nevertheless, the Czechs appear to be preparing to get around the U. S. import ban. Congressman Daniel A. Reed of New York states he understands the Czechs are planning to move shoe machinery into other countries, where the shoes will be made and sold to the U. S. under another flag—though the earnings will still return to Czechoslovakia.

Last year, Czechoslovakia sold us \$26.5 million in goods, while we sold them only \$10 million worth, half being cotton. The Czechs would be hurt by loss of these vitally needed trading dollars.

Many groups in the U. S. shoe industry have long been protesting imports of cheap Czech shoe imports.

#### A. C. Lawrence To Sell Three Buildings

Three of its brick buildings on Pulaski Street, Peabody, Mass., have been put up for sale by the A. C. Lawrence Leather Co. Walter Hill, an executive of the firm, said that the firm had moved all its production in those three buildings to their main plant on Crowninshield Street "for more efficient production." The old buildings have not been occupied by Lawrence for more than a year.

#### Edison Bros. Elects Two As Directors

Edison Brothers Stores, Inc., huge St. Louis women's shoe chain, elected Louis Liebson and Roy Oscarson to its board of directors. This is the first time since the company's beginning that the Board has been expanded.

Liebson, forty-one, is vice-president and director of merchandising for the company's Chandler division. He began with the company as a salesman in 1927 in Kansas City. In 1930 he joined the home office merchandising staff, and become a director of the Chandler Shoe Store division in 1933. Liebson, long active in shoe industry programs, is chairman of the Women's Style Committee and a member of the Women's Color Committee, both groups affiliated with the National Shoe Retailers Association.

Oscarson is vice-president and sales manager. He began as a salesman 19 years ago in the company's Salt Lake City store. He has since held various other positions prior to his appointment as sales manager in the St. Louis home office. In 1949, he was elected vice-president in charge of sales and operations for the firm's 222 retail stores.

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The Home Fate

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#### American Hide Sales Up, Profits Down

Though net sales of American Hide and Leather Co. were nearly a million dollars above last year, its net profits were down appreciably. In its report for the fiscal year ending June 30, 1951, net sales came to \$17,425,247 and net income at \$495,875, as compared with \$16,822,077 and \$576,678, respectively, for the previous year. Federal taxes took a bite of \$495,875 for this year as compared with \$400,000 for last.

The company expressed opposition to government controls: "Thus far, controls and the threat of controls have produced only uncertainties, wide fluctuations in prices, and many layoffs."

The report concluded: "At present, both plants are operating on a curtailed basis, but recently new business has picked up considerably. It is encouraging that, with lower rawstock prices, lightweight calf leather is better able to compete with other types of leather and it is now being ordered by manufacturers who have not been using calf leather for months. We feel that the markets

have reached some degree of stability and that a larger volume of buriness is in prospect. Although the first quarter's earnings for this year may be small, we are in a good competitive position and should realize satisfactory profits for the year."

#### German Shoe Machines Enter U. S. Market

The world's second largest manufacturers of industrial sewing machines, the Pfaff Works of Germany, are now introducing its complete line of sewing machines for shoe manufacturers in America. The company has established headquarters at 820 Greenwich Street, New York City, under the name of Letex Sewing Machine Corp.

Paul Zellweger, head of the corporation, stated that orders have already begun to come in "even before business was formally opened at our headquarters" at the Pfaff Building. The company has brought together an experienced staff of technicians and engineers expert in shoe manufacturing problems associated particularly with the stitching room.

#### SHOE REPAIR VOLUME UP 89% OVER PREWAR

Shoe repair shops in the U. S. reported a total income of \$202 millions for 1948, according to the most recent Census Bureau report in this field. This was a gain of 89 percent over the \$107 millions in 1939. This large increase was made with fewer shoe repair shops, for in 1948 there were only 39,763 as compared with 50,115 in 1939. The individual shops reported a sharp increase in dollar volume, the average being \$5,085 per shop in 1948 against \$2,130 in 1939.

In 1948, there were 39,701 active shoe repair shop proprietors and 19,191 paid employes (the vast majority of these establishments are one-man shops). In 1939, there were 49,695 active proprietors and 18,939 paid employes. Total annual payroll for paid employes in 1939 was \$13.2 millions as compared with \$32.7 millions in 1948.

Five states—New York, California, Pennsylvania, Ohio and Illinois — accounted for 43 percent of the establishments, 41 percent of the dollar volume, and 39 percent of the payroll for the entire country. Largest increase in volume, 1948 over 1939, was shown by New Mexico (236 percent), Arizona (173 percent), Florida (171 percent), and South Carolina (171 percent).

#### RETAIL SHOE SALES UP

Sales in the nation's retail shoe stores in June were unchanged from May. However, they were five percent ahead of June, 1950.

Sales for the first six months of 1951 ran seven percent ahead of the same period for last year, the Census Bureau reports.

June retail shoe sales for some individual cities, compared with a year ago for the first six months: Chicago, off three percent; Detroit, off six percent; Milwaukee, up 19 percent; Dallas, off 14 percent; Boston, off six percent; Minneapolis, off five

#### WHITTEMORE GOES SOUTH

The Whittemore Corp., fifth largest shoe polish manufacturer in the country, plans to move its entire plant from Cambridge, Mass., to Fayette, Alabama. Dr. C. B. Young, president, said that movement of the plant will begin about the first of August. About 100 persons will be employed. The company will occupy a plant donated by the city and county.



#### TERESA'S LEATHER PANTS

Hollywood, fashion center of the Bikini bathing suit, the low neckline, high hemline and the glorified falsie, has added another ingenious innovation for the ladies: leather pants.

Teresa Wright, glamorous young actress, has had a pair of soft leather pants made to wear in her shooting and riding scenes with Cornel Wilde in Columbia's technicolor "California Conquest." The pants were customtailored by Columbia's chief designer, Jean Louis, who said that these pants are "an ideal costume for the fashionable equestrienne and hunter."

#### Value Of Hide Imports Up In May

May imports of hides and skins hit an even \$13,000,000 in value, compared to \$10,900,000 for April 1951 and only \$8,500,000 in May 1950, the Census Bureau reports.

The average monthly value during all 1950 was \$9,900,000, compared to only \$3,900,000 during

Imports of leather semi-manufactures were valued at \$2,200,000 in April, then rose slightly in May to \$2,400,000—as against \$1,500,000 in May 1950. Finished leather imports were \$1,400,000 for both April and May 1951, compared to \$800,000 for May 1950.

As to exports of leather semimanufactures, the value fell off from the April total of \$1,800,000 to \$1,-200,000 in May, as compared to \$1,400,000 for May 1950.

#### Kansas Packers Quit Because Of Floods

The Cudahy Packing Co. has decided not to re-open its flood-damaged Kansas City, Kan., plant. Stated President F. W. Hoffman, after a meeting with the directors, "It would be uneconomical to attempt to resume operations.

John Morrell & Co. has also decided to abandon its flood-ravaged plant at Topeka, Kan. Estimated costs to rehabilitate the plant were too high to warrant re-opening, according to officials. About 1,200 employes here have been given severance pay and the company is trying to find employment for them elsewhere. The Topeka plant comprised 12 percent of this firm's total volume.

Both of these firms are substantial producers of hides and skins sold to tanners. Abandonment of these two plants is expected to create some shifts in hide trading centers.

#### Shoe Manufacturers Move Association Offices

The National Shoe Manufacturers Association will move its headquarters from 940 Chrysler Building to 342 Madison Avenue, Room 302, New York City. The move will be made on or about September 1. The new offices will be in the Canadian Pacific Building, across the street from the Biltmore Hotel, and a block from Grand Central Station.

The new offices, required because of the Association's expanded activities, will contain eleven rooms, in addition to a large general office and a conference room suitable for a meeting of 40 persons. Floor space will be double that of the present offices in the Chrysler Building.

#### Chemists Hear Harnly On Waste Disposal

The world conclave of the American Chemical Society will hear an address by John W. Harnly, chief chemist of A. H. Ross & Sons Co., Chicago tanners, on the development of tannery waste disposal. His talk is scheduled for September 6, as part of a two-day symposium on liquid industrial wastes in which the representatives of 20 industries will participate.

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#### Deaths

Henry G. Oliphant

... 57, tannery executive, killed in an accident Aug. 2. A resident of Houston, Texas, for 30 years, he was associated with the Tandy Leather Co. A veteran of World War II, he was the oldest enlisted man to volunteer for naval service during the drive to raise a crew for the U.S.S. Houston from the Houston area. He is survived by three daughters, Mrs. Joyce Roberts and Mrs. Millie Hammons, both of Houston, and Mrs. Ruth Mossett of San Diego, Cal.; two brothers and two sisters, Raleigh Oliphant of

Cal. and Emmette Oliphant of Marietta, Texas; Emma Oliphant of Cal. and Mrs. Cora Dixon of Ardmore, Okla., and eight grandchildren.

Harry C. Williams

his home Aug. 4 in Avon, Mass. He had been employed by French, Shriner and Urner in Boston for 20 years before his retirement. He is survived by his wife, Mrs. Sadie G. (Lively) Williams; a sister, Mrs. James O'Connors of East Weymouth, and four sons, Clifton T. of Avon, Richard H. of East Weymouth, Augustus Q. of Brockton and Wallace C. of Sharon; also five grandchildren.

#### John H. Dickson

. . . retired leather foreman, died Aug. 5 at his home in East Andover, N. H. A resident of Lynn for 50 years, he had been employed as foreman in the Lynn leather business. He leaves four daughters, Mrs. Archie S. Steadman and Mrs. Albert V. Kitchell of Lynn; Mrs. Ralph E. Low of East Andover, N. H., and Mrs. Richard S. Hilton of Augusta, Me.; two sons, Charles H. of Georgetown and Vernon A. of Lynn; nine grandchildren; a twin brother, Samuel A. of Lynn, and a sister, Mrs. George Small of Plymouth, Me.

#### Nathan H. Weiss

. . . 52, leather executive, died July 30 in New Brunswick, N. J. He was an executive with Louis Lefkowitz & Bro., Inc., New Brunswick manufacturers of leather and leather goods, and was associated with the firm since 1917. He is survived by his widow, Mrs. Mary Weiss, two sons, Roger and Harold, and a daughter, Bernadine.

#### John J. Daley

. . . shoe company salesman, died July 28 at his home in Dorchester, Mass. He was New England salesman for International Shoe Co., with whom he was employed 30 years.

#### Earl Lawson

. . . former shoe foreman, died suddenly of a heart attack July 26 at his home in Dayton, O. He was employed as a foreman by the Selby Shoe Co. until 1939 when he left because of ill health. For many years he had been a cutting room foreman in the Krippendrof-Dittman plant in Cincinnati.

#### Patrick J. Belton

... 79, retired leather sales representative, died Aug. 3 in Yonkers (N. Y.) General Hospital. He originally was with Delaney Leather Co. and later with Mott Street Leather Co., both in Manhattan. He leaves his wife, Mary Kinnally Belton; four sons and a daughter.

#### Clarence Branham

. . . 68, retired shoe company inspector, died July 24 at Bethany Hospital, Kansas City, Mo. He was an inspector for the International Shoe Co., Oklahoma City, Surviving are his wife, Mrs. Anna Pearl Branham, and a brother, George M. Branham of Wichita.



# LEATHER MARKETS SOFTEN AND WINCE UNDER PRICE PRESSURE

All Prices Subject To Seller-Buyer Negotiations

#### Sole Stays Asleep

Sole leather tanners in the Boston area report no change over the past week. However, they also report no surplus inventories. But sole leather stocks of shoe manufacturers are believed to be fairly low, near refueling point. Despite lag in sales, confidence of better business exists here. As one tanner states, "They have to make shoes sooner or later. The lull has been prolonged, so an upswing in shoe orders is about due. It shouldn't be long now."

Prices stay soft, open to "negotiation," as with most leathers. Besides slow shoe business, sole leather tanners say matters becoming worse by stiffening competition by producers of synthetic soles.

Sole leather tanners in Philadelphia say business so slow that the state of paralysis continues. End of vacation has still not brought activity. First week in August usually shows increase. This has not occurred. Neither factory nor finding bends in demand. No prices to quote.

#### Sole Offal Lethargic

The lethargy in sole offal continues in the Boston market. Cow bellies sell quite low, though steer bellies are holding fairly well. Prices meaningless, as in many other leathers—meaning that prices completely subject to seller-buyer bargaining. Demand is moderate, but appreciable slack exists. Offal supply is not heavy, and some types, such as lights, supply is actually tight.

#### **Calf Confused**

Confusion and unsettled conditions afflict the calf market. There sibply are no prices open for reliable quotation. All prices are "negotiable." Women's weights are doing fairly well, but men's weights in the doldrums. Lower grades in the

lighter weights are registering relatively good sales.

Slump in calf prices dragged down prices of other leathers, as is generally known. But calf tanners are hopeful that their leathers will be in better demand when shoe manufacturers are ready to buy on basis of shoe orders. Desire is for calf—ipprice can remain attractive and competitive with other comparable leathers. Calf men express confidence about business, believing stability of market will set in shortly.

#### Sheep Holds

Sheepskin is one leather that has done relatively well during general lull, though it has also felt pinch. Prices haven't buckled much to resistance. Sheep tanners say reason is because their leather didn't rise as much as other leathers before. Also, sheepskin supply far from abundant, actually low. Boot lining russets up to 32c; shoe linings getting bids around 24c, and colored vegetable linings are now wavering between 26 and 27 cents. Shoe manufacturers are believed to be low in sheep lining inventories, and hence demand may be in the offing.

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#### DOMINION CALF LEATHERS

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CALIFORNIA—A. J. & J. R. Cook Co.
Los Angeles—1220 Maple Ave.
San Francisco—237 Eighth St.

TANNERY- DAVIS LEATHER CO. LTD., NEWMARKET, ONTARIO, CANADA





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#### Side Uncertain

There are virtually no prices to indicate this market. Side tanners show willingness to bargain. If offers are reasonable they are happy to do business. Otherwise they'll sit tight and wait. However, concensus is that shoe manufacturers' stocks are low. Indication of this is that when buying is done, buyer asks for quick delivery—signifying little or no inventory of his own to draw from.

One tanner states that "sales slump is at bottom of trough and has every reason to swing upward shortly." May sound like grim optimism. But tanners banking on the "traditional" shoe consumption pattern—that regardless of economic trends, per capita shoe production will average around three pairs. That means that consumption of standard leathers will balance out over the year.

#### Splits Soften

Splits showed a slight softening this week over last. This is expected to be brief, however. Sampling appears to be picking up, especially in better grades. Demand more spasmodic in other types, particularly work shoe. Softening of lining prices has drawn some orders, though almost all in small lots for immediate needs.

#### Glove Leathers Spotty

The Navy has asked for a sizeable quantity of Gloves just in time to keep the boys home from the races. Civilian buyers are still reluctant to place orders. It seems to be a question of price. Many stores have indicated their needs to the Glove Manufacturers but are refusing to place orders at current prices. Last year's prices are still out of the picture so business is at a stalemate.

The Navy order will use between fifteen and twenty thousand dozen Hair-type sheep in the 35 to 45c range. This will clean up present stock and strengthen prices on other grades.

Pigskins are offered at 85c for a run of the top four grades against 72c this time last year. Buyers' ideas are now fixed on last year's price. Capes and Cabrettas are in the same boat. Iranians, selling at 28c and 22c, serve to keep the price of Domestics down to normal. However, smooth domestics are quoted by one tanner at 38c, 35c and 32c. Pigtex grades from 27c to 32c.



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#### **Kid Leather Slumps**

Kid leather tanners of Philadelphia find no relief to the weeks old slump. Some tanners have been booking one quarter of the amount booked last year in July, and July always a slow month. The very few sales in suede and glazed still mainly in black. Linings continue slow. Some increase in activity in slipper leathers. Slipper manufacturers finally beginning to do some buying. Some orders received from cowboy boot manufacturers.

This is the only spot which has shown activity. Crushed and satin mats reported dead. Tanners say that officially their price lists still in effect, but, to make sales there have been adjustments made in prices. Not advisable to quote prices at which actual sales have been made since these vary, depending on amount of sale, the customer, etc. Rawskins still up, no one buying, so they aren't particularly affected by rawskin prices. Perhaps this cessation of buying may bring prices down.

#### **Average Prices**

Suede 40c-95c Glazed 40c-\$1.25 Linings 30c-60c Slipper 40c-75c Satin mats 69c-\$1.20 Crushed 45c-80c

#### **Belting Leather Inactive**

Belting leather tanners of Philadelphia find inactivity continuing. There is some business "if you know where to find it." No real pick-up as yet. Rough leather tanners will not quote prices. Cannot quote prices because they change every day. If a price of a butt bend is \$1.15 today, it may go down to \$1.13 tomorrowto make a sale. The next day quotation may jump to \$1.20, since tanners cannot afford to make replacement at the lower price.

Curriers find a few orders coming

in, but no real activity. Some curriers get lower prices on rough leathers. Because of this, they can cut their prices. Some price adjustments started last week and some are in the process—all available lists show a definite decrease in all prices. In some instances, tanners specify prices are subject to change without

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(Figures in millions of dollars)



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#### LEATHER & SHOES

The International Shoe and Leather Weekly 300 W. Adems St., Chicago 6, III. 4.

		Leather and leather products				
1	INCOME AND EXPENSE	1st Q 1950	4th Q 1950	1st Q 1951		
1.	Net sales	474	595	613		
2.	Costs and expenses	454	544	572		
3.	Net operating profit	20	51	42		
4.	Other income or deductions-net	1	1	(		
5.	Net income before Federal income taxes	20	52	42		
6.	Provision for Federal income taxes	9	24	21		
7.	Net income after Federal income taxes	12	28	20		
8.	Surplus at close of preceding quarter	370	388	403		
9.	Other surplus credits and charges—net	10	13	5		
10.			398	411		
11.	Surplus at close of this quarter	371		411		
12.	Depreciation and depletion	4	4	4		
15. 16. 17. 18.	Accounts and notes receivable—net	223 399 13 756 170	248 445 15 834 170	295 484 15 907 163		
20.	Property, plant and equipment—net	59	55	58		
21.	Total assets	985	1,058	1,127		
	LIABILITIES					
22.	Bank loans payable within 1 year	74	77	117		
23.	Other notes and accounts payable	79	106	125		
24.	Federal income taxes accrued	36	60	71		
25.	Other current liabilities	40	48	37		
26.	Total current liabilities	229	291	350		
7.	Long-term debt-bank loans	7	14	7		
8.	Long-term debt—other Other liabilities	13	2	23		
0.	Reserves	42	43	34		
11.	Capital stock, capital surplus	322	305	301		
2.	Earned surplus and surplus reserves	371	398	411		
33.	Total liabilities	985	1.058	1,127		

Source: Securities and Exchange Commission

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#### RAWSTOCK SALES STAY SLUGGISH DESPITE LOW-PRICE LURES

Spotty Leather Markets And Shoe Industry Lull Cause Slow Business

Price resistance encountered by tanners when offering shoe leathers for sale has been the outstanding factor responsible for curtailments in purchases of raw hides and skins. Only occasional sales of leather of various types have been reported here and there and such business seems to be stimulated by concessions in prices. Until shoe manufacturers show more interest and leather markets are re-established, an unsettled condition is expected to prevail in hides and skins. In calf leather, business has been so slow that most tanners have cut their soakings. With sufficient inventories to cover their reduced rate of wettings, interest by calf tanners for raw skins has been limited and calf skins probably will not sell in appreciable volume unless leather business improves or prices ease further to lower levels that might prove attractive to buyers.

An easy undertone also continues evident in kip skins. Supplies of both calf and kip are liberal, accumulations being noted not only in the hands of big packers but also held by small packers, city collectors and country dealers. In coming weeks, production of the heavier skins should increase percentagewise, this development being seasonal and for this reason heavy calf as well as kip skins look toppy. At the same time, production of light skins will be

dropping and may help to sustain values on light weight calf skins which declined rather sharply in recent weeks.

Cattle side upper leather tanners complain about poor business in their finished products and many have hesitated to make new firm commitments on hides. Even big packers have found it difficult to sell light native cows despite the fact that hides are now at best quality of the year. Some resales of these big packer hides reported at 1c to 2c decline and some of the larger packers have sold light hides from smaller southeastern plants at various discounts from ceiling prices.

It is in the small packer division of the market that easiness has been more apparent, many upper leather tanners only showing interest when they can purchase a "bargain." In the small packer market, there has been more pressure to sell and fairly sizable accumulations have brought about lower prices. Because of the situation in upper leather, lighter weight hides showing a comparatively weaker undertone than the medium and heavier weights. Light small packer hides sold in moderate quantities early this week at discounts from ceilings ranging from 10% to as much as 20%. As a result, price differentials between big

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#### **QUOTATIONS**

	P	resent	W	ook Age	Me	onth Age	Y	ear Ago
Light native steers		361/2		361/2		361/2		26N
Heavy native steers		33		33		33	231	2-24
Ex. light native steers		39		39		39	-	29
Light native cows	36	-37	36	-37	36	-37	25	-261/2
Heavy native cows		34		34		34	25	-251/2
Native bulls		24		24		24	151	2-161/4
Heavy Texas steers		30		30		30		20
Light Texas steers		341/2		341/2		341/2		241/2
Ex. light Texas steers		37		37		37		27 1/2 N
Butt branded steers		30		30		30	20	-201/2
Colorado steers		291/2		291/2		291/2		191/2
Branded cows		33		33		33	24	-241/2
Branded bulls		23		23		23	141/	2-151/4
Packer calfskins	55	-65	70	-80	70	-80	62 1/	2-66
Packer kipskins	50	-55		60		60		50

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packer and small packer hide values are being re-established. The return to a more normal basis is viewed favorably as small packer prices were too closely in line with big packers at ceiling levels, taking quality into consideration.

Country hides also have been discounted. Of late, big packer prices have been sustained at ceiling prices for regular selections chiefly by buying support from specialty tanners along with some purchases by sole leather tanners. Specialty tanners, of course, want the best hides of the vear but sole tanners may confine their buying to a basis of merely covering bare requirements until their leather business increases to a more normal volume. NPA revoked order M-34 which restricted sole leather cutting. At the time the order was put into effect, military soles were tight but reductions made in military procurement have caused tanners to accumulate these restricted soles. It is possible that some tanners may have to move these soles at a loss to civilian outlets. Until there is an upturn in leather buying, there is not much incentive for tanners to make broad commitments on raw material. Surplus inventories of leather should be able to take care of any immediate increase in demand and it would seem that there is no need to rush purchases in replacement buying of hides and skins.

#### Hides Easy

Packer hides totaled about 175,000 to 200,000 hides, according to brokers estimates of sales, against Au-This included estigust permits. mates of bookings against the August permits prior to their issuance. However, this total, including the smaller independent packers, failed to show a movement from sellers hands that would equal estimates of the kill. Still hides around, and one packer was indicating a willingness to sell, although his ideas were at ceiling levels. He found only limited interest and failed to clear what he had available.

Market on easy side, although there hasn't been sufficient sales in the lesser markets to cause any drops in the big packers as yet. Some less-than-ceiling sales of big packer hides expected.

With three weeks in this allocation period, tanners showed a much slower movement than would be the case against a two-week allocation period. However, with leather business so poor, it is not surprising that tanners have not shown the interest normally expected, and buyers have done well to show the interest they have.

Small packers are finding a market of 10% under Table I for the best quality offerings of first line hides, with the average run of material discounted at 15% under Table I. Sales at the 15% figure have been made so the idea is not just a shot in the dark. The volume, while not large, has been sufficient to establish the market for the time being.

Country hides are discounted on a straight basis of 20% under Table I for the best quality lines, and 25% under Table I for the large portion of offerings which are the average run lots. The offering prices for most hides are based on levels not exceeding 20% under Table I, sellers quite firm in their ideas about hides, not realizing the seriousness of the market easiness. However, there has been business done at 25% under Table I and tanners would take more hides at that level if sellers would shake loose. Quite a few offerings around, in fact more than could be absorbed by the trade even under more normal circumstances.

#### Skins Ouiet

Callskins are quiet. No business has been worked up by the packers and tanners are not doing anything from their side to develop trading. There has been an indication from a big packer that he would accept 60c across the board for Northern allweight calfskins, but he has failed to get a bid. Lower prices were talked around, although no tanner would make a bid because he just cannot use the skins. Nothing being done in the outside markets. Sellers do not know where to price skins, and buyers offering no help.

Kipskins are inactive with an offering of a few cars made by a big packer. Last prices of 45c were wanted by the packer for the Northern skins with 2½c less asked for Southwesterns. Ample quantities of skins around, traders say, to take care of a good demand, which is not a factor capable of supplying any bullishness. Outside kip markets are quiet and nominal in face of the apparent easiness of the big packer skins.

#### Horsehides Very Slow

Horsehides very quiet, a few nonrepresentative lots of hides trading to tanners able to do a little business with the military. The majority of people not permitted to do anything because they have no military business and are not able to sell their



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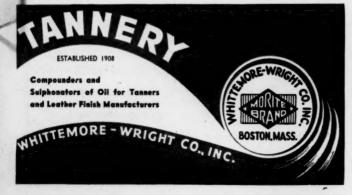
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FROM PARAGUAY

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NEW YORK 6

NEW YORK



leather to the civilian trade. Until this barrier is released by NPA and the military, the market will continue dead and nominal. Pressure is being brought to bear in Washington on that subject, but as yet there has been no release.

#### Sheep Pelts Up

There was considerable trading in big packer shearlings at the close of last week, some of it business that was done earlier in the week but not reported. There were about 20,000 shearlings sold, mostly No. 1's, at prices ranging from \$3.00 to \$3.25, with some sold at slightly better levels, but not divulged by the seller. The interest in the market is a little better, particularly from the Mouton trade, which gives a little better tone for a change. The market for No. 2's is quoted around \$2 to \$2.25, No. 3's around \$1.50 to \$1.75. Small packer shearlings are figured about \$1 less on No. 1's, 50c less on No. 2's and No. 3's.

Spring lambs quotable around \$3.75 for best Western pelts, per cwt. liveweight basis, depending upon quality, although some are reported sold higher on specially selected lots. The average run of other Midwesterns are priced around \$3.25 to \$3.50 per cwt. liveweight basis, depending upon the quality.

Pickled skins are a little easier, packers reported a market of around \$16 to \$19 per dozen for good skins, depending upon the quality.

#### **Goatskins Spotty**

Although trading continues slow in raw goatskins, still last week, in the aggregate, appeared to be a little more active than it has been for a month or so. Not that much was done, but it was noted that a few more tanners were in the market. It also appeared that the Mombassa market, which has been the leading weak market of late, has been about stabilized. This was thought to be true because of sales to three or four tanners of Kenya and Tanganyika skins at from \$10.00 to \$10.50 per dozen c&f. as to shipper, selection and weight. It was said a fair volume was moved which would indicate a steadiness of the market.

Group 4 or 1200 lb. Amritsars have been sold recently, as noted, at \$11.00 per dozen c&f. and some skins, evidently of a better selection, were reported sold at \$11.25 per dozen c&f. Some shippers still ask \$11.50 per dozen c&f. but tanners appear top at the \$11.00 market.



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(Other Want Advs., Page 149)

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puse of Fashion King Evans Q WITT Leathers s slipper kid mette sue Stepping Stones to Good Shoes at the Leather Show BOOTH 94 WALDORF-ASTORIA

JOHN R. EVANS & COMPANY Est. 1857

CAMDEN. NEW JERSEY



Definite new styles plus smart promotion needed to stimulate fallen-off sales. Industry beginning to lose air of three-year style complacency. Now realizes need for ingenuity in designing. New lasts, silhouettes being introduced to stimulate consumer purchasing desire.

Consumer under-buying, not over-production, reason for overloaded inventories. Figures show civilian shoe production of all types to date 1.2 percent less than year ago. Only men's shoe output higher, accounted for by military orders. Excluding men's, shoe production of all types shows decline of 4 percent.

Dollar retail figures indicate decline in pairage sales. Increase in U. S. population from year ago offsets loss of civilian consumers inducted into armed services. Therefore, consumer pairage demand should be at least equal to last year. Shoe chains show 8.6 percent dollar sales hike for first six months. But, factory value prices 13-14 percent above last year, indicating drop in pairage volume.

Future of tapered toe theme beginning to shape up. Most believe good because follows fashion.world's general trend to feminine, elegant lines. Spring outlook not too strong because more opened-up types. However, tapered effects on strippings, streamlined cutouts, general lines important. Many feel wherever closed pumps used in Spring picture, tapered influence will play fairly large role.

Extensive tests prove comfort. At first, believed tapered toe uncomfortable, cramped. Proper engineering of lasts providing sufficient toe room and width through tread results in no comfort factor being lost. Tests offered conclusive proof.

Stylemen, designers backing "boudoir look." Mule-type fronts, naked backs considered very good for Spring. Some high treatments on instep for better fit, comfort. Halter-type back straps with concealed goring, excellent fitters, very important. Interest here is on simple closed-up fronts, wide-open backs.

New last made in effort to rejuvenate waning baby-doll interest. Features slightly wider tread, rounded toe. Maintains baby-doll look. Change influenced by tapered trend. Important only in continuing baby-doll business. Will make no inroads on other styles. Strictly young-age group field.

Mesh types predicted to be bigger than ever. Everybody sees mesh or mesh-types as the big dress shoe for Spring. Good deal of interest also in lace. Many new ideas coming out

(Continued on Page 101)

Mio Call

CHESTNUT #551 KAFFORITE

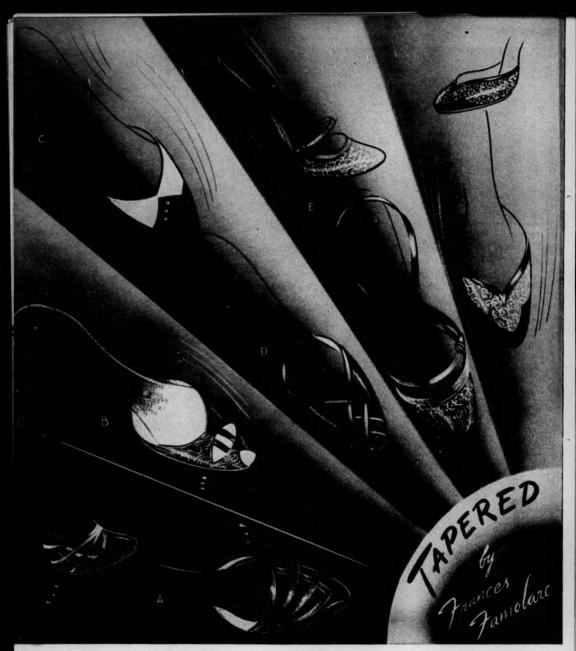


JOHNSON STEPHENS & SHINKLE SHOE COMPANY ST. LOUIS

Canny C

IO LEATHER COMP.

PARD, OHIO



A. Inside vamp closed until it reaches strippings on outside vamp; sharp openings are formed by strippings.

pings.

B. Moire and velvet, two-texture combination, with velvet strippings in cutout

pings in cutout.
C. Strippings in cutout run at same angle as cutout; combination suede and calf.

 D. Angular openings on vamp with double opening at toe.
 E. A simple collar treat-

E. A simple collar treatment forms at vamp and runs back to quarter, thus giving the quarter the new naked look; combination lace and satin.

F. Lace and suede combination with very tiny formed tip. G. Original mudguard formation held by stripping which forms cutout at either side

of vamp.

H. One-half of vamp completely closed in, held only by strippings on other side.

pings on other side.

I. Outside vamp openings held by strippings.

 J. Combination suede and calf, two-piece vamp interlocked to form cutout.

K. Strippings knotted at toe and laid over the

vamp.
L. Combination kid and suede collar effect wide on inside, smaller on outside to form narrow cutout.



daining steadily is the idea that the tapered toe belongs to today's fashion because it carries through and enhances the rest of the costume picture which features elegant and feminine lines. Frances Famolare here presents 12 distinct and original ideas on this theme, proving that ingenious styling is adaptable to this new silhouette. She says that the tapered toe motivates a directness of line to the shoe; this abrupt line must be softened with a modified roundness at the toe in order to give it natural-looking grace, which the rest of the costume requires. These designs are based on the modified toe, already established and destined to play a big role in the dressy shoe picture for Spring, 1952, according to reports from every quarter.



Fringe vamp mentation; open

back quarter. Note subtle asymmentrical front

treatment. B. New version of glove - fitting glove - fitting
stepin features
multi - color
vamp with side
gores and adjustable instep.
Roman sandal
with clever brass

ring adjustment on vamp.

THE casual mode of living dominates the American Spring-Summer scene. Emphasis is on bringing highstyle features into the low-shoe scheme. These 1952 playtime fashions point the finger at the shell line, asymmetrical and offsided treatments — still best proven favorites of the American woman and girl. Hint also at a lighter high-riding front. Good fitting qualities are achieved with adjustable straps and goring. The use of light leathers gives the look and feel of luxury, an important innovation to this accepted pattern of footwear. D. Sandalized cross strap with feminine petal effect

vamp.
E. Scalloped shell pump with high-riding hint in interlock-

ing straps.
F. Open walking sandal, saddle stitched, with high throat line. Note unusual lacing on vamp.



KID LEATHER . . . as exemplified by Dungan, Hood . . . really "has what it takes" to create enduringly beautiful high fashion shoes.

Definitely recognized as "the fashion leather," Kid possesses a rich lustre, a beautiful texture and a soft, supple, glove-fitting manner.

Kid Leather is incomparable, too, for achieving those important delicate accents which distinguish fine fashion footwear.

# Dungan Hood



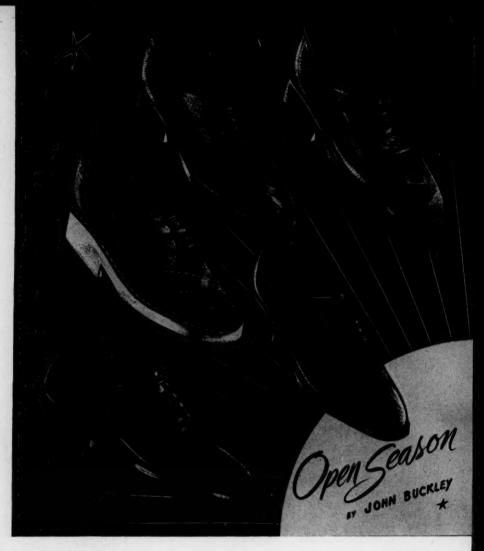


BLACK GLAZED KID BLACK SUEDE KID

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A. Moccasin-type blucher. Wheatcolored nylon mesh panel with blue
calf trim. Black sole and heel with
white stitching on wheeling.
B. Palomino shade calf sport sandal
with interwoven effect on vamp. No
tongue, large cutouts, heavy white
stitching. Simulated creps sole.
C. Dressy ball oxford with moccasin-type
front in blue mesh with blue calf
trim. Black sole and heel; white
stitching on wheeling.
D. Novel treatment of blue nylon mesh
with blue calf trim. Black sole and
heel with white stitching on wheeling.

E. Blue nylon mesh extending back into quarter with blue calf trim. Black sole and heel with white stitching on wheeling.

t was only three years ago that shoe manufacturers turned thumbs down on mesh for men's footwear. Mesh implied lace and lace implied femininity and the male animal wouldn't have any - everybody thought. In spite of what appeared to be logical thinking, mesh established itself as the most popular material for warm weather wear, with Spring, 1952, forecasts pointing to an even bigger season for this type of open shoe for business and dress wear. In this group Mr. Buckley has created five cool shoes of new and smart design in step with the demand for more "breeze" in men's footwear.



RUMOR has it that a revolution in men's footwear has definitely begun. Just as the low shoe replaced the high, and laces replaced buttons, many authorities believe the stepin may one day appreciably replace the oxford. Increasingly popular, stepins satisfy the demand for comfort and casual ease. Here are five good reasons why stepins promise to be even more popular for Spring, 1952. Finger-gored for comfort and good fit, these shoes utilize the smartest and newest design in several novel and original treatments.

- F. Smart design in blue nylon mesh with blue calf trim. Black sole and heel with white stitching on wheeling. Finger goring on sides.
- G. Finger-gored brown calf shoe with wheat-colored nylon mesh.
- H. Good styling in wheat-colored nylon mesh with brown calf trim. Finger goring at sides.
- Another new adaptation of blue nylon mesh with blue calf trim, finger-gored. Black sole and heel with white stitching on wheeling.
- J. Two texture combination with blue suede vamp and blue calf trim. Finger goring at sides; black sole and heel with white stitching on wheeling.



A. Spectator type pump with built-up heel. Note interesting line of perforations ending in loop on side of vamp.

B Lace inserts on collar lend airy touch to low wedgie pump.

- C. Angular shoe with low hexagon heel and matching ornament.
- D. Three overlapping scalloped collars, stitched to leave scallops loose, form trim for semi-shell pump.
- E. Alternating colors of stripping turned over gore at throat to give throat ease to low-heeled pump.
- F. Elasticized pump on builtup heel with contrast inside quarter.

Advance reports from stylemen, heel manufacturers and last makers indicate that the low-heeled pump will be emphatically important this coming Spring. More interest than ever before is being shown in the low-heel shoe with the result that the pump with a low look will be a trump card that can't be beat by Spring, 1952. Combining the features of established fashion winners in a low version with several innovations, this group of originals holds the promise of making a grand slam. Comfort-wise, these low-heeled pumps score every time.

We don't make
a lot of noise
but we <u>do</u> make
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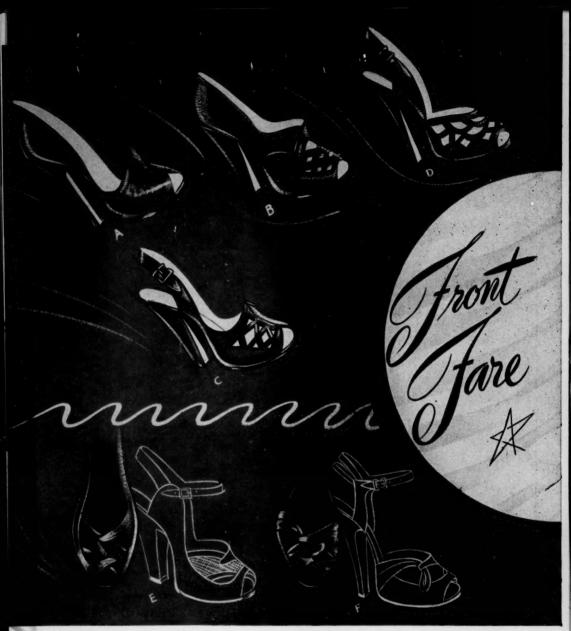
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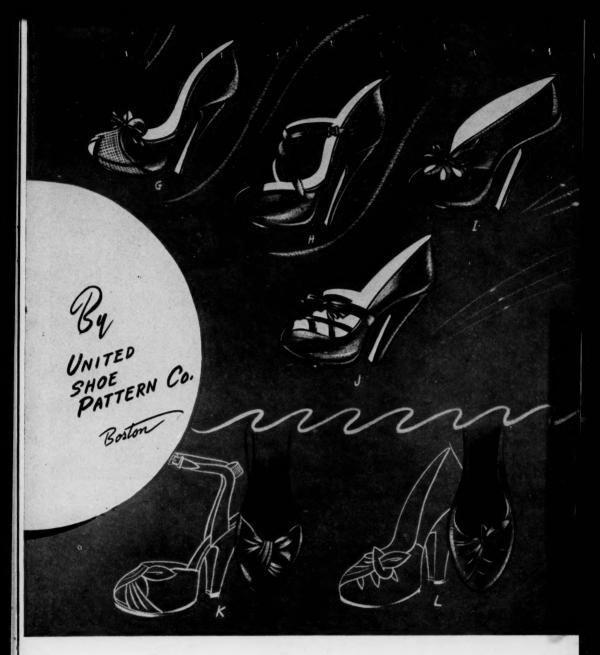
AL SCHWAB
Ohio Territory

WM. L. HALL, INC. Rochester, N. Y.

WM. T. DAVIDSON Los Angeles, Cal.



- A. New scoop version with elasticized topline. Spanish lace vamp in inverted-V throat line following line of open toe.
- B. High-riding front pump with airy detail in latticeeffect cutouts on vamp. Lastex top line for good fit.
- C. All-over smooth leather open pump with inverted-V throat line and cutouts on either side of vamp.
- D. Sandalized sling pump featuring lacelike cutouts with scallop-effect on vamp.
- E. Mesh inlay in asymmetrical line combined with calf. Note clever finger-like extension on vamp to aid in comfort.
- F. Attractive looped drape effects on multi-colored pleated sandal. Note cutout in strap around back.
- G. New twist to extreme d'Orsay line pump in leather and mesh combination.
- H. New shell version, low in front, high in back. Crossed instep straps aid fit and add to feeling of height.
- Teardrop cutouts make this closed, elasticized-top pump cool and airy.
- J. Shell tie combines chic of shell-line with walking comfort of tie across instep.
- K. Draped sandal adaptable to solid or multi-colored light leathers.
- L. Asymmetrical drape through teardrop overlay in this airy, closed, calf pump with touch of snakeskin.



Fronts for Spring, 1952 will continue to feature great variety in airy patterns, combining low and cool effects with a feeling for height and more shoe than in previous seasons. United Shoe Pattern has created this exclusive dozen of dressy high-heel styles utilizing the coolness of mesh, lace, cutouts and shell lines for warm weather wear. Light leathers give these shoes an added touch of elegance for special occasions and lend themselves effectively to the use of soft pleats and drapes, still important in the high-fashion picture.



- A. Woven stripping gives straight tip and saddle effect to all-over tan leather two-eyelet tie.
- B. Gored stepin of brushed and smooth leather combination. Especially effective in two tones.
- C. Crushed kid-skin monk strap with suede vamp insert.
- D. Ghillie tie in suede casual. Heavy moccasin vamp with same treatment on tabs.
- E. All-over buck oxford. Contrasting heavy smooth binding and welting.

New merchandising horizons opened up to leather and shoe manufacturers when the Bold Look for men came in. Instead of one pair of shoes for winter and another pair for summer, the new style picture demanded a wide variety for every season. Smart promotion plans have begun to feature a wardrobe of styles to suit any taste for any occasion. Miss Hedwig has created this group based on a sport theme utilizing five distinct types for Spring, 1952.



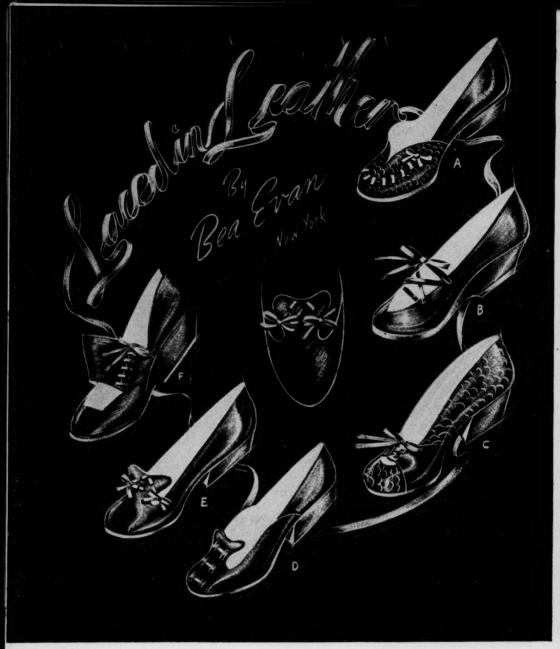


\*When removing shoe, last shortens ½ to ¾ of an inch

Get the complete story on what Slide-O-Matic lasts can do for you and how they can pay for themselves in the damage they prevent. Write for illustrated folder today. This well-known manufacturer states in full, "Since using Slide-O-Matic we find absolutely no distortion of top lines and no breakage or damage to back seams." His experience is typical.

What's "Slide-O-Matic?" It's the new shortening\* last that has made a heavy impact in the industry because it opens up new horizons in shoemaking economies, quality and design by:

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- 2 Eliminating strained or broken bindings, back seams or upper materials due to last removal
- 3 Assuring speedy, positive and easy last insertion in pre-fitted uppers
- 4 Simplifying and speeding up relasting
- 5 Stimulating shoe designers frees them from restrictions imposed by conventional lasts

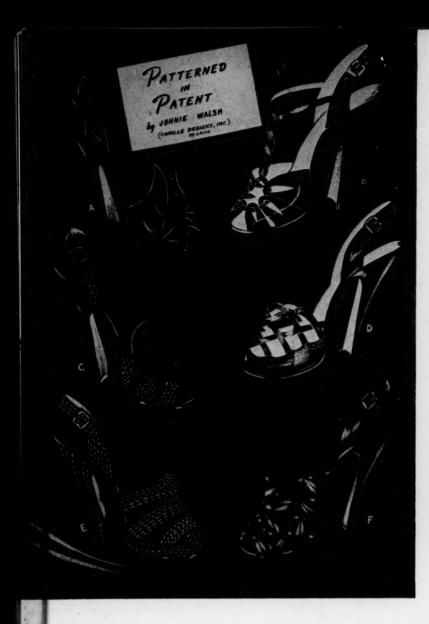


- Moccasin effect on the snakeskin vamp with lacing on seam ending in bow on outer side. Suggested in green.
- B. Low-shell calfskin wedgie with lacing over instep to give high throat line.
- C. Snakeskin, low-throated casual with laced calf overlay.
- D. Rectangular cutouts on D. Rectangular cutouts on vamp connected with lacing. Note new extended shank on this attractive suede casual.

  E. Leather lacing ending in bows on novel high vamp of this suede shoe successful is with the content of the suede shoe successful is with the content of the conten
- suggested in wine. F. Side lacing on red suede sabot strap connecting square - throated vamp with quarter on this low-heeled wedgie in green calfskin.

A new and fresh approach to the established casual theme for Spring, 1952 will be the use of leather lacings. A simple, smart treatment for low-heeled shoes, these lacings can serve either a functional or decorative purpose, or both. Miss Evan, in this group, has utilized her ingenuity in taking the popular pump based on a wide variety of leathers and giv-ing it added dash with the intricate use of pretty lacings. The lacings add to the all-important good fitting and comfort qualities of the pumps when styled on a low-shell line.





The steady promotional push behind patent leather has resulted in a noticeable gain in its popularity. Since the focus of fashion attention on more feminine and elegant clothes will be greater than we've seen in a long time, the smart sheen of patent adapts itself ideally to the newest costume theme. Mr. Walsh here presents a fresh approach for this Spring, utilizing intricate high-styling features on patent, formerly confined to simple lines.

- A. All-over black patent kid with white kid piping in flowing lines. Black goring for comfort and fit.
- B. Red patent vamp and quarter straps. Black patent intertwined front straps and heel. Black lining.
- C. Bronze-green cobra vamp and quarter straps. Black patent leather trim and heel. Black kid lining.
- D. Blue patent leather scalloped vamp, quarter and heel. White kid stripping latticed on vamp.
- E. All-over brown
  patent leather
  with white
  stitching on
  vamp, quarter
  and heel.
  Brown lining.
- F. Black patent leather stripping, heel and circles. White kid overlays and quarter straps. Black stitching on white kid trim.



# Good Looking Buckles Make Good Looking Shoes! Make Good Looking Shoes! So be sure to include RONCI BUCKLES in your Spring and Summer lines. Rememing your Spring and Summer lines. Rememing your spring and Summer lines. Rememing your spring and the best are made by RONCI and the best are made by RONCI world's largest buckle manufacturer!



Say "Hello!" to us at Rm. 1123, Belmont Plaza ALLIED SHOE SHOW — AUG. 19-22



- A. A diagonal strap adjusts this smart casual. Platform, leaflike applique and quarter strap dominate in two-color treatment.
- B. Strap is best means of perfect fit in this moccasin with collared throat interest.
- C. A dressy novelty strap shoe with fine fitting qualities and smart new off-side shell-type throat line.
- D. Kitten ears on vamp of stitchdown sandal are held in place by adjustable vamp strap.
- E. Forked type strap holds this pump with square cutouts on vamp.

TRAPS — narrow one straps, forked straps, two straps and T-straps — a wider variety of strap effects will have a definite place in the little girl's style picture for Spring, 1952. Rapidly gaining momentum is the promotional idea of the little girl's shoe wardrobe — several pairs — similar to grown-up sister's and mother's. This group will make the little girl happy because it gives her grown-up style and variety combined with the good fit and comfort features of straps. Suited to all occasions in the little girl's life, there are a casual, a moccasin, a pretty party shoe, a play sandal and a town shoe.



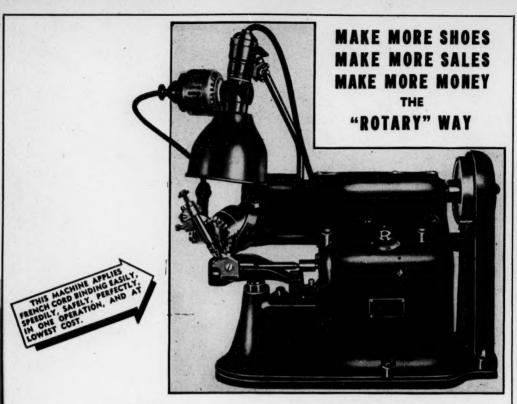
The Rugged Theme for boys will not be downed. Junior demands the sharp and manly look because the Western theme continues to dominate boy's life. Heavy soles give this jaunty, swaggering appearance for Spring, 1952. Other exaggerated details are heavy stitching, large cutouts showing heavy underlayer of leather, sawtoothed edges on moccasins and heavy eyelets. The walled last also contributes greatly to this appearance — and adds to good fit and needed room for active toes.

F. Thick soled twotone saddle moccasin; two rows of stitching run through large round perforations outlining saddle.

G. Saw toothed moccasin with heavy stitching outlining triangular cutouts; walled last, heavy extension sole. H. Rugged loafer with rectangular cutouts on instep strip,

I. Heavy lacing decorates straight tip and eyelet stay; walled last.

J. Smooth military type strap forms adjustment; new squared moccasin vamp for youngsters.





#### ROTARY MACHINE COMPANY

MANUFACTURERS OF THE "ROTARY" FRENCH CORD TURNING MACHINE, TAPE AND THERMOPLASTIC COATINGS 184 MARKET STREET LYNN, MASS. Agents for "Shawsheen" Cold Process Shoe Tape You'll see your shoes go through the stitching room on schedule, when you use the "ROTARY" French Cord Turning Machine, and run our specially made semi and full-coated binding through its human-like mechanism, in one operation.

Your shoes will take on eye value to a degree that will brighten a buyer's outlook for a good turnover, and that, from a sales and profit standpoint, means a lot to you.

The secret of the popularity of the "Rotary" Turning Machine is in its design and our thermoplastic methods of coating cord binding. All moving parts of the machine are made to run hour after hour and day after day without frequent stops for adjustments, with results that pass the closest inspection.

Take advantage of our sampling offer. Learn more about our capability to serve you to your advantage. Write our nearest office today. of last season's better-than-expected consumer acceptance of mesh. Some embroidering on nylon mesh base, braiding designs in overlays, stripping overlays, new lace-like patterns.

<u>Wider toe openings hold promise.</u> Consensus is that more opening up of toes than present type might capture imagination of consumer. Many opened-toe lines being built on this theme.

Side-lines filling up. Unanimous agreement on slightly higher side-lines. Tendency away from deep scoops, dipping d'Orsays. Again following trend toward elongation, sleekness, away from wide look. Mesh, opened up in itself, also factor here.

Instep straps held good. Less interest in ankle straps, although will play role in dressy sandal-types to some extent. Instep straps, however, definitely gaining. Feeling is that women have expressed liking because of smart look and comfort.

Heels lighter. Slimmer and dressier in all heights. Conform to rest of shoe picture toward lighter, slimmer lines. Provide

good balance for new silhouettes.

More <u>mudguard</u> <u>treatments being used</u>. Some using, effectively, <u>mudguards</u> to give tapered look to standard lasts. Others using <u>mudguards</u> in various effects, scalloped, in combination with mesh-types, giving lower section of shoe greater strength and resistance to damage.

Something new in classic brown-white spectator. Trend away from old tip and foxing. More brown, little white. Features perforated line running from quarter to toe in various lines, mostly offsided effect, marking color separation. Also being styled in all one color. Much active interest here.

## Are you having difficulties

in planning your new shoe selections for the next season?

#### WHY SEEK ANY LONGER?

Resort to our international shoe fashion review "BRUMAR"; 200-225 designs are always a marvelous resource for each shoe manufacturer. BRUMAR presents the most original and finest designs, created by the best shoe designers of Belgium, France, Germany, Austria, Great Britain, Italy, Spain and Norway. It contains unique models of great diversity for ladies, gentlemen, youths and children, besides very pretty designs of slippers.

BRUMAR is published quarterly: February, May, August and November. If you want the latest creations of Paris, London, Brussels, Vienna . . . write TO-DAY for a subscription to BRUMAR, Dijkstraat, 20, DENDERMONDE, BELGIUM, or to our representative in the U.S.A.:

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J. B. TRATSART, LTD.,
London Street, 5, LONDON W. 2. ENG.

Casual picture indefinite. Only agreement is that ballerinas still as good as ever, and casual taking on lighter, sleeker look. From there on, everyone differs. Some reports that casual losing in sales, according to last season's experience. This might indicate urgent need for crystallization of and direction to thinking in this field. Else, present indications point to some burned fingers.

Salmon skin now being tanned for footwear. Fleming-Joffe, Ltd. perfected method. Scaly surface, similar in appearance to snakeskin, makes interesting pattern. Polished, fairly shiny surface, smooth to touch. Because very tough, expected to be practical and long-wearing. Fashionable twotoned, textured effect, being promoted in tones of red, green, gold, brown and pale beige.

Delicate lace pattern cemented to calf base. I. M. Kaplan, Inc., introduces lace on leather for first time in this country. Leather in all colors, lace in black or brown. Won't snag. For day and evening wear. Also in gold, silver base with black lace. Reports no cutting problems in making shoes.

Nylon Mesh Grain leather. Leonard Freedman & Sons gets on mesh bandwagon with new embossed leather, excellent reproduction of nylon mesh fabric now being used. New ideas in embossed grain leathers influenced by shortage and high price of smooth surface leathers, as well as greater attention to shoe fashions for men.

Men's shoe picture positive. Everybody's going in same direction. Lasts are sleeker, slimmer. Shoes being designed on keener lines. Fittings toning down and becoming simple.



CAPE LAMBSKINS

ALL THE LATEST COLORS RYCHROSUEDES

RYCHROMES FOR LININGS

For Shoes and Accessories

#### CHIEFTAN SIDES

REAL TOP GRAIN, INDIAN CHROME TANNED FOR CASUAL AND STREET SHOES AND ACCESSORIES

#### RYCOLYN SIDES

A Top Quality Chrome Retan Aniline

#### NAPPY BRUSHED LEATHERS

SUEDES IN ALL COLORS FOR MEN'S AND WOMEN'S SHOES

#### ARMY RETAN SIDES

Full Chrome Retan for the Military

FULL GRAIN NATURAL BELT AND STRAP LEATHERS FOR MEN'S FINE BELTS, WRIST STRAPS AND DECORATIVE USES

KANGAROO
THE ARISTOCRAT OF UPPER LEATHERS GLAZED BLACK TEXAS TAN . TOWN BROWN

#### RICHARD YOUNG COMPANY

54 SOUTH STREET, BOSTON II, MASS.

New York - Milwaukee - Chicago - Los Angeles - Cincinnati - San Francisco - St. Louis

\* \*( BOOTH 11 WALDORF-ASTORIA AUGUST 21-22 )\* \* \*

Bold, brash, heavy, exaggerated brogue is losing ground. This tendency started in high-grade is making deep inroads into lower-price field. Custom-toes with U-tip definitely on the rise.

Mesh in the lead. Thought to be feminine at first, mesh has established itself as good masculine fabric. The sky's the limit on this type of shoe, according to all reports. Coolness and lightness of mesh accounts for the steady decline in woven, perforated types. Look for great consumer acceptance in two-tone combinations.

Glove-like leathers in softie-type shoes also important. A tremendous push toward casuals using glove-type leathers.

Good in white, unlined, mellow, light tones.

Gored slipons racing ahead. Number one in casual shoes. Tremendous consumer acceptance because of easy to put on and off features. Great comfort, smart look. Steadily climbing in importance with no end in sight. Also good in dress types, though most stress casual use. Some trying to confine to casual in order to stimulate extra-pair sales.

Children's continue to mimic grown-up's. Tendency to simulate shell outline in girl's and 'teen's flats. Also important is two-color, two-texture combinations. Some talk about smooth calf replacing to some extent classic patent leather for little girl's dress Spring and Easter shoe.

Boys' footwear makers missed boat on colorful new promotion. Los Angeles department store does booming business in boy's futuristic paraphernalia. Takes cue from intense interest in TV's Space Patrol show and others similar. Goes one step further beyond success in similarly inspired Western

## TEXTURE and HIGH POLISH

in beautiful, lustrous

## COBRA SNAKESKIN

Exotic new colors on display at the

Leather Show



and Hop-a-long Cassidy themes. Thirty thousand kids jam store for cosmic caps, Space Patrol helmets, shirts and pajamas. Store's executive, having never seen anything like it before, says world-of-tomorrow is the new thing, with all the potential of replacing Western theme bound to run stale.

Why not use ingenuity to create shoe on this theme? Certainly sales can stand shot in the arm in any field. If boys have Space Patrol type outfits, follows that they'll want shoes too--if such are available.

Time for straightforward, practical thinking. All agree new styles stimulate new sales. But, danger of confusing consumer with too many styles, no definite trend. Same confusion prevalent with too many colors. Consumer doesn't know what is right, so sticks to staple.

Steady push behind one or two ideas needed. If consumer knows particular theme is new and accepted as this season's fashion, will buy. However, vagueness in producers' thinking carries down to retailers and on to consumers. Consumer then purchases for utility rather than fashion. Decided fashion themes create extra sales.

Promotion on one or two outside colors also wise.

Many indefinite colors force average consumer to standard black or brown. Definiteness about one or two outside "big" colors for season will stimulate consumers' desire for extra pair in order to be smart fashionwise.



MILO TANNING CORP., SOUTH PARIS, MAINE

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low leathers because over a period of years, since 1776 to be exact, the name Winslow has meant the finest in the art of tanning sheep leather.

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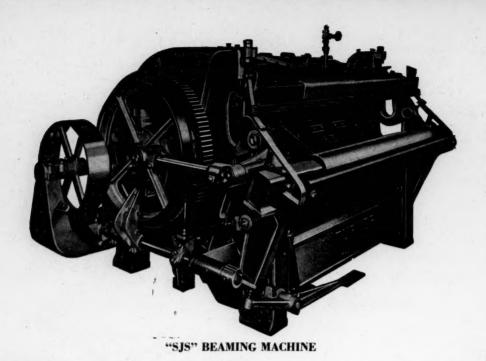
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FULL CHROME TANNED
LAMBSKINS





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A DEFINITE INVESTMENT WHICH INSURES SUITABLE RETURNS BY SAVING TIME AND GIVING INCREASED PRODUCTION OVER OTHER METHODS FOR BEAMING OR UNHAIRING CALF OR GOAT SKINS, ALSO PREPARES STOCK BETTER FOR FOLLOWING OPERATIONS. — FOR BELT DRIVE OR WITH MOTOR DRIVE.



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LEATHER and SHOES

August 11, 1951



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> Rolies on and Consults

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Charlotte, N. C.

Our Laboratory Facilities are at your disposal

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representing SPECIAL EQUIPMENT CO. CHAS. H. STEHLING CO. TRAUD MACHINE CO. FULTON COUNTY MACHINE CO. SPRACO-Soray Finishing Machines MARLOW FLESHING PUMPS

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- WHATEVER YOUR EQUIPMENT
- WHATEVER YOUR NEED

Our high standards of engineering design can provide you with the finest in tanning equipment.

## OUR NEW "GREENLINE"

Band Knife Head Splitter & Checker 24" Shaver (Air or Oil Operated) Hide Stamper (Air Operated)

Paste Plate Pusher Paste Plate Scrubber-Wiper **Paste Sprayer** Paste Plate Drier Loading

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Skin Washer 24" Automatic Buffer 5′, 6′ & 7′ Seasoning Mach. & Conveyor Auto. Sprayer & Drier With Screen Conveyor 4½′, 6′ & 7′ Hydraulic Flesher 6' & 7' Hydraulic Unhairer 64" Hydraulic Putting Out Machine Pendulum Shanking Machine

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Marlow Fleshing Pumps
Hayes Pump & Machinery Co.
Gold Metal Tannery Netting
D-H-P Automatic Softening and Staking Machine

AULSON TANNING MACHINERY CO. SALEM, MASS.-WAUKEGAN, ILL.

## LEATHER SHOW EXHIBITORS

(Continued from Page 47)

Duradoe (Slipper Splits) in reindeer, red, green, fawn, brown, blue, army russet, black. Sole Splits—Natural sole and finished insole. Gusset splits in black, army russet and natural. Alligator print splits in brown, red, and green.

Silka Suede Calf: Featuring the entire list of adopted colors for the Men's and Women's trade. Colonial

Suede Kid.

In attendance: Herbert Rote, Joseph Kaplan, Archie Kaplan, Kivie



TANNERS

WATTLE

CHESTNUT

IMPORTERS AND

STANDARD DYEWOOD COMPANY, INC.

40 LOCUST STREET
MEDFORD, MASSACHUSETTS

Kaplan, John Mercon, Carl Ganter, George Silva, Joseph Doherty, Samuel Rubin, Edward Goldfarb, Paul Gonneville, William Bond, Harry Goldberg, Samuel Davis, Henry Sleeper, Alden Sleeper, Charlie Wiseberg, Abe Cohen, Lim Leach, Charlie Heckel, Raoul Leullier, Walter Cost, Irving J. Fife, Phil Fife, Joseph Fife, Martin Fife, Aaron Zuckerman, Marvin German, Ervin C. Manske, Jr., Ervin C. Manske, Sr., Mikes Stiles, Peter Stiles, Robert L. Stiles, Irwin C. Wehmeyer, J. Harold Finen, Ed Perry Sr., Ed Perry, Jr.

Cortez Trading Corp. Alligators, Alligator Lizards, Chameleon Lizards, Whipsnakes, Cobrasnakes in

all popular colors.

In attendance: Henry Klapisch, David Klapisch, Sol Schwarz, A. A. Widerkehr.

Crestbrand Leather Co. Embossed alligator and lizard grains on calfskins and kip sides in a full range of colors for both Men's and Women's shoes. Men's Brushed leathers in white, golden heath, desert copper, admiral blue, rio brown, prairie brown, slate grey, forest green. Women's suede splits in spicetang, coppertone, admiral blue, basque red, green pepper, Irish green, burnt sugar, avenue gray, flight blue. Dress shoe finished splits in white and colors. Finished and ooze lining splits.

In attendance: Tom Cosgrove, Dick Brian, Phil Brian, S. Farkash, Inc., N. Y. C., Allen Leather Co., St. Louis; Walter J. Meyer, Cincinnati; Walter E. Hardtke of Milwaukee;

Chase Kepner.

Donnell & Mudge, Inc. Reverse sheep and lamb leather for sho, linings. Cape leathers in white and colors. Mirakrome lamb shoe linings. Smooth and embossed sheep and lamb for the Leather Goods Trade. Aniline saddle lambs.

In attendance: H. P. Mudge, J. C. Romeos, R. A. Riesenberger, J. W. Kemp, F. A. McDonald, W. Pearce Titter, Jr., Povl Wedseltoft.

F. C. Donovan, Inc. Domoc leather in spring shades featuring golden wheat, benedictine, as well as new golden shades, for men's, women's and children's shoes. Navonod linings for men's shoes. Doval for upper leather and linings. Kasmir Domoc. Sofshoe Domoc in spring shades featuring golden wheat, benedictine, as well as new golden shades.

In attendance: F. C. Donovan, J. F. Donovan, C. T. Donovan, F. C. Donovan, Jr., C. R. Cavanaugh, W. L. Mosbacher, J. J. Higgins, R. O. Schultz, H. H. Avery, H. B. Avery, Jr., Russ White, I. C. Wehmeyer, John G. Mahler.

Dreher Leather Mfg. Corp. Alligators, snakes, lizards, ostrich, pin seal, pigskin, gold and silver kid, gold and silver skivers, lacing goats.

In attendance: A. Dreher, K. E. Jesselson, R. Greenberg, F. Goldmann, K. Fox.

Dungan, Hood & Co., Inc. Black glazed kid, black suede kid, black glazed cabretta.

In attendance: K. F. A. Hill, James F. Penrose, Fred A. McKennon, William H. Edmunds, Jr., E. Stuart Draper, John Hennessey, Chester G.



Allen, Horace H. Beaven, Robert C. Bedford, Walter D. Cost, C. Rod Kilham (A. R. Mueller Co.).

Eagle-Flagg Tanning Corp. Waukee smooth sides, 3-5½ oz. all colors, chrome retanned sides with a semi-aniline finish. E-F Extremes, 3-4½ oz., all colors, chrome retanned extremes with a semi-aniline finish. Calvene smooth dress sides, various colors with calf like finish. Calvette smooth dress extremes, various colors with calf like finish. Combat boot side leather, Shoe Pac side leather, lining splits and finished upper leather splits in various colors.

In attendance: Lothar Adler, Richard B. Flagg, Fred Adler, Kenneth S. Flagg, Walter Kramer, John F. Thomas, George J. Eberle, Fred C. Atkinson.

Eagle-Ottawa Leather Co. Sportster in redwood brown, American burgundy, cherrytone, bourbon. Merican Grains in briar root, tarter tan, burgundy, black; in Spey Royal Scotch, Edinburgh and Skandia Grains. Tuftoe in black and two shades of bown in Sea Shark and Peacock Grains. Elk in black, white, cherry, bourbon, cognac, claret. Haven in cherrytone, American burgundy, medium light tan. Wolverine prints in three browns in Spey Royal Scotch and Glenmore Grains. Vegetan Lining Butts in three shades of tan.

In attendance: Julian B. Hatton, Julian B. Hatton, Jr., L. Schaden, M. E. Burr, Geo. O'Brien, L. Powers, M. J. Lenobel, D. P. Shea, Wm. A. Rushworth, Wm. Taggart, G. T. Leavitt, J. L. Leavitt.

John R. Evans & Co. Smooth and suede finishes in official colors including ruby and dawn kid (black). Peerless white kid, white suede, Gold (24K) kid, silver kid. Special fashion colors in Peerless kid, both smooth and suede finishes. Moonmist . . . a new grained metallic finish in a wide range of pastel shades. Brogandi, Cara and Bokhara in men's and women's weights, in a range of basic and promotional colors. Evalamb sheepskins. Lining leathers in a variety of colors. Bronze kidskin. Gluvin . . . natural backed bright colors for unlined soft shoes. A display of pullover designs showing suggested uses of the various Evans' fashion colors.

In attendance: William F. Hickey, Thomas R. Hickey, Wills T. Engle, J. W. Macpherson, Ed. H. Geisler, Don Elliott, D. D. Stephens, Milton Salomon, J. E. Rubinate, H. A. Redmond, Richard Sheehy, Mrs. Harriett Couplin Porteous.

## SALT! WHY HAUL IT? MEASURE IT? STIR IT?



In the dissolution zone — flowing through a bed of Sterling Rock Salt which is continuously replenished by gravity feed, water dissolves salt to form 100% saturated brine. In the filtretion zone — through use of the zelf-filtretion principle originated by International, the saturated brine is thoroughly filtered through a bed of undissolved rock salt. The rock salt itself filters the brine. Nothing else is needed.

### WHAT THE LIXATOR PROVIDES

- Chemical and bacterial purity to meet the most exacting standards for brine.
- Unverying salt centent of 2.65 pounds per gallon of brine.
- Crystal-clear brine.
- ✓ Continuous supply of brine.
- ✓ Automatic salt and water feed to Lixator.
- Inexpensive, rapid distribution of brine to points of use by pump and piping.

Savings up to 20% and often more in the cost and handling of salt have been reported by many Uxate users. Why not investigate?

• You can eliminate shoveling, hauling, and laborious hand stirring of salt and water, and frequent testing of the brine strength — with International's Lixate Process for Making Brine. Stops waste through spilling. Saves time and labor. Assures accurate salt measurement.

• The Lixator automatically produces 100% saturated, free flowing, crystal-clear brine — which may be piped to as many points in your plant as you desire — any distance away — by either gravity or pump. YOU SIMPLY TURN A VALVE for self-filtered, LIXATE Brine that meets the most exacting chemical and bacterial standards.

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INTERNATIONAL SALT COMPANY, INC., Scranton, Pa.

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## NEW US/C HEEL SCOURING MACHINES!

## Plus 5 Other Advantages:

- Increased Production Potential Up to 25%
- Upper Damage Prevented
- Reduced Operator Effort
- Improved Dust Collection
- . Better Quality Work

Model AA users get up to 30% more life from scouring abrasives ... no vibration to show up as chatter marks on the work ... damage to uppers can be prevented by new yielding counter guard. These are major advantages of the new GMC HEEL SCOURING MACHINE — MODEL AA which will improve production and cut your costs. Furthermore, the machine's operation can be more exactly suited to the conditions of the work because each wheel can be operated independently and at different speeds.

The Model A, a single wheel machine, serves the trend among many manufacturers who feel scouring quality is improved by putting first and second

scourings on a separate station basis. In construction features, quality of work performed and opportunity for savings, this machine offers the advantages of the Model AA.

USC Heel Scouring Machine Model A



Both Machines have ball bearings throughout, providing long lasting, super smooth operation. Wheels stay true and this smoothness is reflected in the work.

Wheel speed variations permit maximum effectiveness for the grit and work in use — another assurance of longer abrasive life and better quality.

Operator fatigue is reduced because the shoe can be held to the wheel without pressure. Operators like these machines because of the ease of operation, the increased production and particularly, the improved dust removal.



110

UNITED SHOE MACHINERY CORPORATION

Fleming-Joffe, Ltd. Alligators, snakes and lizards, including: Calcutta lizards, chameleon lizards, agra lizards, ring lizards, hornback lizards, boa snakes, diamond pythons, cobra snakes, Siam snakes, chouri snakes, karung snakes, alligator lizards. In standard Color Card colors. In addition, a group of bright tones and a group of pastel tones in Calcutta lizard. New brilliants in snakeskin, including a violet and a turquoise color.

In attendance: Morris Joffe, Malcolm Fleming, Al Terry, Howard Geiger, Arthur Edelman, Raphael Rudansky, John Freeman, John Metz. Jack Metz, Arthur Petersen, William Erhart, Miss Dorothy Adams.

John Flynn & Sons, Inc. Flynntan Gluvshu side leather, full grain, washable finish: Powmoc combination tanned side leather, Calmoc side leather for California type shoes, all weights, smooth and elk; Coltshu chrome tanned horse fronts and Lambshu in all the wanted colors.

In attendance: John Coyle, David Price, George Fuller, Raymond Anglin, Henry Hogan, William Fuller.

S. B. Foot Tanning Co. Smooth and boarded chrome and retan sides in popular colors and blacks, also white elk.

In attendance: F. J. Leviseur, F. L. Broadbent, D. F. Rimoli, Walter P. Michels, W. E. Grumbine, Armin Kaufmann, H. T. Tankersley, T. W. Jones, F. J. Clausen, Paul J. Klein, S. B. Foot, R. M. Foot, C. F. Dodge.

Leonard Freedman & Sons. Regulator alligator, lizard and other reptilian grains. Also unusual embossings in Diamond pique, puffed square, small Scotch grain, champlain grain, planters punch, woven braid, nugator and lendrucca and canaline, in bootmaker and ecrase effects in pastel colorings. "Canaline"-a new type of aniline finishing on side leather in all the accepted colors.

In attendance: Leonard I. Freedman, Stephen B. Freedman, Bert A. Ouitman, Herbert S. Hammond, Marvin W. Kornfeld, Al W. Meier, St. Louis: Russ White, Los Angeles and Robert J. Dodd, Montreal.

A. F. Gallun & Sons Corp. Aztec, Cretan, Eskimo, Norwegian, Wax Norwegian Normandie, Viking, Apache, Aztec Tooling, French Process Wax, Furniture, Grains, Lining, Russcraft, Domino, Baguette, Mandarin, Cretan, Concord, Lido, Milwaukee, Ebony, Quarterbright, Clyde, Kongo Pigskin, in various colors.

(Continued on Page 113)





Our 23rd Year

DISTINGUISHED LEATHER PIGMENTS AND FINISHES FOR GLAZED CALF AND MELLOW SHOE SIDE LEATHERS.

WE INVITE INQUIRIES ON OUR NYLON PIGMENTS AND FINISHES FOR LEATHER.

BEWARE OF SUBSTITUTES FOR

## TACCO SOLUBLE CLAY

THERE IS ONLY ONE "TACCO"

THE AMERICAN COLOR & CHEMICAL CO.

Sole Distributors to the Leath 172-176 P



THE only suc-cessful press that prepares Sole Leather for drum tanning, tracting and oiling.

WRINGER

Also pre-pares both bark and chrome tanned sides and whole hides for the skiving and splitting machine.

Quirin Leather Press Co. Olean, New York



## Jacques Wolf Chemicals PRODUCE HIGH GRADE LEATHER

SYNEKTAN 0-230—A liquid syntan, combines with all natural extracts. Practical for any type of tanning or retanning. Replaces Sumac. SYNEKTAN NPP—For pastels in dyeing, produces full plump leather. SYNEKTAN NCRP—in combination tannage; or in dyebath for chrome stock for better grain.
TANASOL NCO (Beads or Powder)

TANASOL D (Liquid)

With extracts, for lower costs and good color.

TANASOL PW (Beads or Powder)—Bleaching chrome stock; also on chrome stock for level dyeing and pastel shades.

SULPHONATID OILS (Various Bases)

MONOPOLE OIL (for Finishing)

EMULSIFIERS AND DETERGENTS-For good degreasing. Samples and information upon request.



CEMUCALI ......

Passaic, N. J. Carlstadt, N. J. Los Angeles, Cal.

### TAPERED TOES

(Continued from Page 25)

for it, as they would be with any new silhouette, because it means new and more business for them. Fifty percent, however, even though they now have models on the modified theme, are afraid of it and report extremely little, if any, active sampling.





Is there enough room?

This 50 percent say that lastmakers were payed off with burnt fingers and all the blame about five years ago when they tried to promote a similar last. Reaction set in. Result: This time they're going to watch and watch carefully before they even suggest that a customer might try it. Because of the unusually bad slump in the industry recently, they find that manufacturers are proceeding cautiously and putting in established consumer-accepted lines. But the dilemma, as always, is there-how to give the consumer something new in order to stimulate sales, which have fallen off because of overloaded inventories and lack of price stabilization, and still be moderately certain you've got a sure-fire seller.

Although this 50 percent recognize the reason for a similar last's failure



## Manufacturing Specialists-Fatliquors, Sulphonated Oils, Hard Greases and Soaps for Tanners

The Services of our Research Laboratory are at your Disposal.

Not merely a name, but a brand of Distinctive Excellence.

## WHITE & HODGES, INC.

Everett, Massachusetts

(Boston Postal District)

### LEATHER SHOW EXHIBITORS

(Continued from Page 111)

In attendance: E. A. Gallun, C. H. Moore, L. F. Davis, K. F. Norris, E. L. Pierce, F. C. Hathaway, S. A. Ely, J. G. Mahler, M. Frauendorfer.

Garden State Tanning, Inc. Calf finish wallet cowhide, solid colors and steerhide H.C. wallet cowhide, solid colors and steerhide; strap, shoe upper split, lining bend split, lining double shoulder split, lining side split, flexible innersole bends, handbag splits; F.P. suede; finished upholstery hides and deep buffs.

In attendance: Alexander H. Fried, Martin Fried, Zachary J. Dembo, Herman Siskind, Moe Rosner, Rudolph Tesa, R. J. Larkin, Joseph Kueven, Lew Rothman, Thomas Hayes, Getsy Klastow.

Garlin & Co., Inc. Genuine white buckskin, Military glove and mitten deerskins, Horsehides for military gloves.

In attendance: Walter N. Schafstall, Roy Frank, A. E. Piekenbrock, Robert Piekenbrock, Robert J. Clements, Frederick G. Munroe, Paul E. Gardent, Jr.

Geilich Leather Co. Cambi-Soff — side leather in kips and extremes for women's casuals. Cambilene — aniline side leather for men's shoes, all types. Lining kips for men's shoes. All lines in all recommended colors.

In attendance: Harold Geilich, Simon Geilich, Elcanna Petersen, Usher Spellman, William Frazier, Donald Elliott, Robert C. Bedford, Herbert Meehan, Roy Frank, Gene Farrell, Emery Huvos, Chas. Rubin.

Gordon-Gruenstein, Inc. Suede splits in 20 different colors in men's, women's and children's weight. Also, suede linings in grey, beige and waterlily.

In attendance: Harry H. Gruenstein, Walter Wallison, Gunther Baumblatt, Bill Brinkmann, Jack Iredale, Neil Griffith, Alex Cook.

J. Greenebaum Tanning Co. Vegeleen, Vegecrome, Normil, Hampton, Primo, Dresides, Dress Elk, Shoe Cordovan, Retan, Waterproof Retan, Splits, in the established and new colors.

In attendance: L. J. Greenebaum, M. S. Greenebaum, J. S. Lanigan, L. W. Donovan, L. W. Keith, L. C. Keith, R. F. Maney.

Griess-Pfleger Tanning Co. Aniltan Kip, extreme and large sides.

## BARKEY IMPORTING CO., Inc.

82 Beaver St. New York 5, N. Y.

## IMPORTERS VEGETABLE TANNING EXTRACTS AND RAW MATERIALS

Wattle Bark
Wattle Extract
Quebracho Extract
Valonia Gups, Beards
Valonia Extract, Valex Brand
Mangrove Bark
Sicily Sumac
Myrabolans
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SOLE AGENTS FOR UNITED STATES AND CANADA

For

## ITALIAN CHESTNUT EXTRACTS

Solid and Powdered

Produced by

## S. A. LEDOGA

Milano, Italy



Eagle CORRECTED GRAIN ELK SIDES

> Merican FULL GRAIN PRINTS

Ottawa CORRECTED GRAIN ELK SIDES

Tuftoe TIPPING

Haven Sides Sportster Sides COMBINATION
Wolverine Prints

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Flexible Splits

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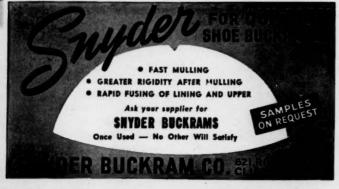


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In attendance: Edwin E. Cady, Edwin B. Cady, Richard Fuller, Thomas S. Keirnan, William B. Keirnan, Simon Tannenbaum, William P. Erhart, Robert C. Winding, Wendell R. Bauckman.

Gutmann & Co. Gambola, Gluv Ski, Flacer, Shubuck and smooth sides, all in the latest spring colors.

Sides, all in the latest spring colors.
In attendance: D. N. Gutmann, E. Greensfelder, J. T. Gormley, R. Day, John R. H. Ward, Wm. Nichols, A. Meyer.

Haight & Co., Inc. Black and colored calfskins for shoes and handbags. Crushed calf. Black, admiral blue, flight blue, malacca brown, cognac, turftan, russett glow, cherry red, basque red, green pepper, golden wheat.

In attendance: Eric N. Meakin, Edgar F. Walker, Thomas K. Meakin, Walter N. Schafstall, George H. Curtis, Jr., Barney Terman, Harry Kreech.

L. H. Hamel Leather Co. Glazed kid in town brown and black. Glazed lining kid in mocha, water lily, grey, blue, green, pink, beige aniline, beige wine. Kid Stay in all colors including blacks. Suede Lining Kid in Mocha, water lily and grey. Suede Lamb Lining in mocha, waterlily and grey. Nu Process Lambskin Lining in mocha, water lily, grey, blue, green, pink, beige aniline and beige wine. Garment Leather—marrona, beige, buck, red, black, henna, powder blue, kola brown, tangerine, pearl grey and champagne suede. Seal Brown and Walnut Brown Grain Goat.

In attendance: Arthur A. Hamel, George E. Hamel, Placide A. Hebert, James J. Connor, Henry L. Steskel,

(Continued on Page 131)

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### OUTLOOK FOR BUSINESS

(Continued from Page 16)

will prospective supplies of raw material be able to accommodate the needs of the civilian economy and military procurement?

Obviously any effort to supply broad answers to the foregoing questions within the framework of available fact must rest on certain arbitrary assumptions. It is assumed, for example, that the U. S. defense program will be continued on the scale contemplated by present and proposed budgets so that no market change in national income and purchasing power is likely to be witnessed. The foregoing assumption provides what may be considered a minimum economic basis because if international relations should be further strained rather than relaxed. then the implications of a war economy would certainly become more dominant.

## 14 Million Military

The significance of the foregoing for leather and shoes is clear-cut. The consumption of footwear should hold at an annual rate equal to the average of the past two or three years, and that would mean something in the neighborhood of 470-480 million pairs of shoes marching out of the nation's stores. To the bill of materials demanded by the normal per capita consumption of shoes there must be added the minimum requirements of the present Armed Forces of some 3,500,000 men and women. A conservative appraisal of military requirements, taking account of peacetime consumption rates, would point to a total quantity of footwear not less than 14 million pairs and probably somewhat higher during the coming year.

It has been emphasized time and again that consumer buying of footwear is far more stable than the purchase of any other items such as household equipment or appliances. Consumers may anticipate their shoe needs in a modest fashion but such fluctuations in demand are minor and do not affect the rate of consumption over a period of several months. None of the evidence of retail sales available for the past year indicates any important closet stockpile of footwear so that basic market potentials for shoes are far superior now to sales prospects for consumers' durable goods. short, there is no reason to expect that when the final figures are written for shoe consumption in 1951 there will be any great change from the data for 1950 and prior years.

Trade analyses of supply always tend to be influenced by prevailing sentiment. At the beginning of 1951 the limits of hide and skin supplies loomed up seriously and were the prime consideration in the trade mind. At present there is a disposition to minimize supply problems and to project more recent trends as the longer range picture. As is usually the case the truth will probably be found between both extremes. By the end of the year domestic slaughter will be about in line with estimates made at the beginning of 1951. In foreign markets the future flow of supply is always unpredictable by virtue of the operations of other countries and the restrictions upon commerce and exchange which have cluttered up foreign trade scenes since the end of the war. There has been more encouragement in the rate of U.S. imports than seemed likely at the start of the year, but whether the improvement will be sustained when western European countries begin purchasing activity again in markets of origin remains to be seen.

## Supply Outlook Better

In any case it is reasonable to believe that the broad supply outlook is moderately better than was the case during the first quarter, although the possibility of recurrent interruptions in the movement of hides and skins to market cannot be discounted fully. Apparently Government is aware of the serious supply problems that may arise in the future. Apart from the variables in military procurement, such contingencies as beef price rollbacks or slaughtering quotas causing livestock to be withheld or interruptions in the movement of supplies from foreign markets such as South America are possible difficulties requiring the maintenance of the existing allocation mechanism.

Regardless of statistical comparisons, supply and demand in the leather and shoe industries can never mesh fully and effectively unless sound and timely buying policies are followed. Excesses in any direction always breed reactions. Heavy forward buying is followed by periods of digestion and, conversely, undue and needless delay in acquiring seasonal needs precipitates sudden buying rushes which strain tanners' ability to deliver wanted merchan-



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dise. The industry should be able, on the basis of present supply indications, to meet the bulk of civilian demand after giving priority to military procurement. In that sense, therefore, the economic facts before the leather and shoe outlook is straightforward and constructive; it can and should provide the basis for vigorous merchandising and promotion of shoe and leather accessories.

### TAPERED TOES

(Continued from Page 112)

five years ago (at that time not even the all-closed pump had been established and this longer, narrower vamp and toe was too drastic a change from the wide, open shoes women had become accustomed to wearing) the fact that today all-closed pumps lead in popularity, presupposing a readier acceptance of tapered toe, does not encourage them. They're playing it safe, a game which the other 50 percent think is just as dangerous as taking a chance, when it comes to keeping pace with, if not one step ahead of, the fashion-minded American woman.

One last company, which is vigorously promoting modified tapered toe, has a good deal to say on the subject. This concern reports, up to publication time, rapidly increasing active interest in the St. Louis area with volume manufacturers and highstyle makers including several versions in their new lines. It also reports that the idea is catching on at such a fast pace, that the over-all picture begins to look like the general theme will have a definite place in lines now being assembled.

Here's what this company believes. The acceptance of the idea will depend largely on length of vamp of



Fine for lady of leisure. What about working girl?

the last and shoe. The last must be short looking, consistent with sufficient capacity in the forepart for the toes. The long vamp, pointed or needle-toe version, will have little chance for success. The more modified shorter vamp lasts will have greater eye-appeal and will be ac-





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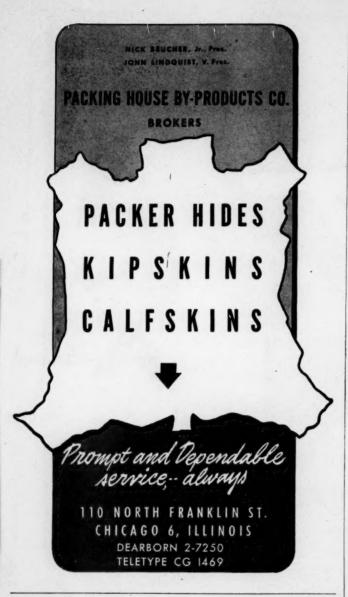
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cepted more readily. This type, it says, is more consistent with the present dress silhouette.

This lastmaker also believes that a similar last failed five years ago because such a change was much too revolutionary and should have been made in stages rather than at one full swoop. The shock of replacing the entire wardrobe was far too great for the average woman, who falls into the middle or low budget class, and who is the volume buyer. It was, simply, not within her reach financially. The fact that she was too well satisfied with the more casual type clothing had some effect on her refusal to accept the change, but more important was the first reason.

Spokesman for the concern says



Does the shoe fit the costume picture?

that the whole future of tapered toe depends upon careful engineering in the capacity of this last. The tread should be maintained as the present standard pump last of today. Careful attention must be given to the fore-part capacities of these new narrow lasts to permit freedom of foot function now enjoyed in today's shoes. The same toe room (measuring tapered toe lasts in circumference and thickness) as the standard pump lasts of today, must be maintained. The extra extension required in arriving at the tapered look must be simply added to the length of the new lasts at the end of the toe. Since the average foot elongates on weightbearing, the manufacturer must provide this extension over the present medium-to-round toe lasts of today.



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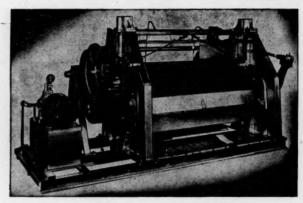
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Designers represented 31.25 percent of those polled. Of these, 40 percent said "yes" to the future of tapered toe, 40 percent said "no" and 20 percent said "perhaps."

Those for it say that it satisfies and complements the rest of the present-day costume picture. Those against it say: "Not chic," "just doesn't look good," etc., etc.

Eleven and one-quarter percent of all those polled say that this silhouette is definitely adaptable in patterning to any style consistent with high heels or the dress shoe. The remainder believe it can be fashioned only on a simple or tailored pump style, with perhaps modified d'Orsay or shell lines, simple ties, or one-straps.

All agree it is a high-heel style, with 21-23/8 taking first preference and 18/8 and higher taking second choice. Only 18.75 percent believe the silhouette can go on lower heel as well, basing this contention on the general theory that any style or silhouette which established itself on high heels can be adapted to and moved down onto lower heels.

In summing up, those who are against this new last, with the possible exception of one or two individuals, are against it intuitively.

Those who are for the new silhouette have expressed more concrete reasoning, although they are no more confident in their beliefs than those opposed. Interesting, however, is the fact that all who have responded on the positive side express the same viewpoint-tapered toe fits perfectly into the prevalent costume picture of elegance and femininity.

But as one participator in this poll put it, the tremendous volume in casual shoes in the industry today is the result of the manufacturers' ability to combine smart shoe design with lasts which permit good foot function or comfort. This is obvious for the fact that the more conservative shoes, which were made to fill this demand in the past, have been replaced in the wardrobe of the majority of ladies by the comfortable, smart casual of today. If the new tapered toe theme is to capture the imagination of the consumer and reach any great volume, it will surely have to embody the two important factors of fit and style. American women have become conscious of the fact that they can wear smartlooking shoes in comfort these days, and will rebel against any interference. They have demonstrated this in their demand for these types and they will be the final judge.

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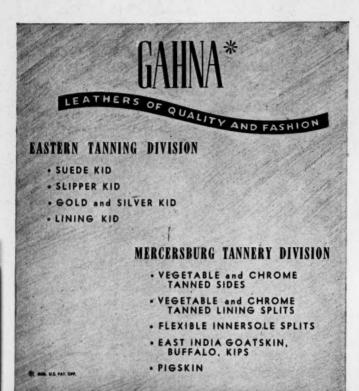
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### LULL IN LEATHER

(Continued from Page 26)

reported a dollar increase averaging six percent for the first six months 1951. A survey by the Commerce Department indicates dollar shoe sales of both chains and independents combined were up nine percent for the first six months.

Investigation into many retailer stocks appears to back this up. Because most have kept their buying at a minimum since early in the year, summer clearances and regular sales have combined to bring their inventories to minimum operating levels.

The actual story is that retailers, on the whole, are not carrying excessive stocks and thereby out of the market until these stocks are lightened. Rather, they are playing it close to the vest, buying only minimum needs, and refusing to buy even normally until an almost abnormal consumer demand forces them into it.

### **Operations Cut**

This very condition, this extreme caution on the part of retailers, has necessarily transmitted itself to the nation's shoe manufacturers. With orders at a low ebb, manufacturers have cut plant operations to the bone, kept their buying of leather and other shoe supplies to the bone.

In such a situation, price was not the primary factor. Although shoe manufacturers were not happy about high post-Korean leather and other prices, they bought when they needed materials. Undoubtedly, they bought cautiously and not too far ahead but this has been their policy for several years previously. It wasn't until shoe orders started to hit bottom that manufacturers began to avoid the leather market.

The result has been inevitable. Faced with a falling demand and growing inventories, tanners began to reduce finished leather prices. The reduction at first was gradual—2-3c at a time—but even this did not suffice. Shoe manufacturers just wouldn't bite until their own sales picked up—proof that price was not the sole irritant. The downslide continued until tanners either withdrew lists or quoted prices well below their ceilings. Nothing helped.

In early July, another factor entered the market picture. Raw calfskin prices wavered, broke, plunged downward. During the first few months of cattlehide, calf and kip skin allocations, tanners had been

Sao Paulo, Brazil

filling their permits in bulk within a week or so after permits were issued. As a result, even though allocations were below wettings for the same months in 1950, tanners were forced to stock their hides and skins in bulk rather than buying on usual schedules.

At first, this buying schedule did not appear top-heavy. Although NPA kept overall allocations at close to 75 percent of 1950 wettings, forecasts of shoe production well over 500 million pairs for the year, including some 22-25 million for the military alone, seemed well able to absorb all available leather supplies. Particularly with offshore hide and skin imports expected to be at a minimum due to high prices at origin. Leather ceilings, it was said, would not permit tanners to pay overseas rawstock prices and sell their finished leather here at a profit.

Things didn't quite work out as expected. The unexpected letdown in shoe output and sales has been already described. The military, even before peace loomed in Korea, was forced to cut its footwear appropriations. The Army and Air Force, particularly, cut their orders almost in half, from close to two million pairs of boots and shoes to one million pairs per month for fiscal 1951. And rawstock imports proved one of the surprises of the year.

### Imports Greater

Latest import figures released by the Department of Commerce place hide imports for the first five months 1951 at 1,397,000 hides, some 413,000 more hides than were imported for the same period in 1950. By mid-year, the trade estimated that hide imports were well over the million and one-half mark. During all of 1950, we imported a total of only 2,900,000 hides. Obviously, the 1951 total, expected to be sub-par, would equal or better this.

Similarly, total arrivals of calf and kip skins for the first five months amounted to 1,433,000 skins, about 400,000 more than the 1,029,000 skins which reached here in the 1950 period. Here again, outlook for the year was promising. Only goat and kid (due mainly to price factors) and pickled sheep and shearlings (due to the New Zealand and Australian dockworkers' strikes) showed declines for the period.

So the anticipated over-all rawstock shortage has never materialized. True, tanners have not always been able to purchase all the choice hides and skins they wanted. Light native cowhides, the bellwether of



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the hide and skin market, have not been plentiful. But there have been enough other types of hides and calf and kip to meet demand and then some.

At present writing, the significant calfskin price break has not spread over-all to other hides and skins. This is partially due to the time element since tanners filled most of their July hide permits early in the month before the calf break had time to take effect. Also, light native cowhides, in limited supply, have managed to hold to their 36c ceiling. Flooding of Kansas City hide cellars causing yet undetermined damage to hide stocks there has also had a temporary psychological stiffening effect upon the hide market.

Not so with leathers. Much of the calfskin price plunge was due to lack of leather sales. Many shoe manufacturers who normally used calf had long ago been priced out of the calf leather market, turned to kips as a substitute. Declining retail shoe sales prompted others to keep their calf leather buying to a minimum. Tanners' sales offices languished as they cut leather production to the bone, stayed away from the rawskin market. Inevitably, skin prices weakened, dropped in two short weeks from a high of 70-80c to 55-65c.

Tanners could not hold the line under this pressure, withdrew their lists for "adjustment." Women's weights, which previously brought a high of about \$1.25, found difficulty in selling at \$1.05. Many shoe manufacturers rushed back into the calf market but their interest was concentrated in 80c and down leathers. Men's weights dropped from 10-12c from their previous high of \$1.30. By mid-July, calf leather prices were back to pre-Korean levels.

Side, splits and sole leather markets had been declining even before the calf debacle due to falling sales. Now their descent was accelerated. Sides were offered fully 10c below ceilings while sole leathers dropped perceptibly from 5-10c. Curiously enough, after a short spurt of interest in calf leathers, the price cuts failed to stimulate business noticeably in any leathers. The market still languished, awaiting the usual miracle.

At Leather Show time, two weeks earlier this year, the picture has not changed. Sales have not improved; prices are still unsettled. The outlook, however, is better than it has been for months.

Whatever substantial shoe inventories remain on retail shelves must soon be exhausted and replenished. At the same time, consumer sales must spurt under the impetus of fall buying. New shoe orders mean manufacturers must make more shoes, particularly since they have long since adjusted production to immediate demand.

Historically, regardless of economic or world events, per capita shoe consumption has annually held to 3.1 to 3.2 pairs. Based on a population of 153 million, close to 485 million shoes will be sold this year. A good part of this pairage will be sold from Sept. through Dec.—a period of four months.

Thus, even if leather prices continue their decline through Aug., the tonic of Sept. shoe sales and consequent re-entry of shoe manufacturers into an active leather market is bound to have a firming effect. Although leathers conceivably may not return to former high price levels, it is reasonable to expect a healthy fall and winter of 1951. And as the saying goes, there's nothing like a few good sales to cure an ailing business.

### LEATHER SHOW EXHIBITORS

(Continued from Page 114)

John T. Quinn, Ralph Wolf, William G. Blain, C. A. Stiles, J. G. Freeman, G. W. Newman, Jr., T. E. Newman, George T. Leavitt, and John L. Leavitt.

Thomas B. Harvey Leather Co. Black, brown, blue and white suede kid. Suede kid in spring colors. Kid Linings.

In attendance: James Foley, Lawrence Pelzer, Thomas J. Hartnett, Harry Hoppin, William Garver, Gus Bischoff, Thomas B. Harvey, Henry Coakley, Samuel Shapiro, Fred Carter, Irwin C. Wehmeyer.

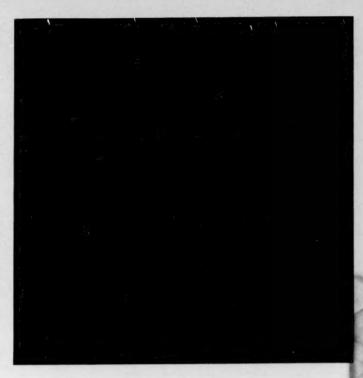
Hecht Leathers Corp. Reptiles of every description in all colors. In attendance: William Baumgart,

Emil Maier, George Brenner.

Melvin Henkin, Inc. Lining kid

Melvin Henkin, Inc. Lining kid in gray miami, black and all popular colors. Suede kid in black, blue, brown and all popular colors. Slipper Kid in all shades. Capeskins in black, blue, brown, red and green. Cabrettas in all popular colors. Nukid Lamb socklining in all colors. Gold and silver kid. Alligators and snakes.

In attendance: Melvin Henkin, Mortimer Sokol, Paul Mont, Louis Halle, Henry Goldschmidt, Robert Lipson.

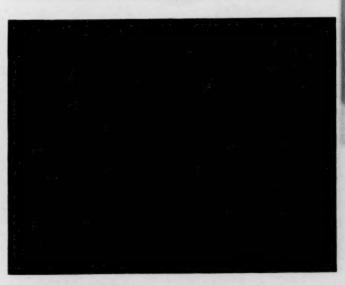


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Hiteman Leather Co. Full grain calf leathers in 1952 Spring and Summer colors, men's and women's weights. Full grain Calf Slipper leather in black and high colors.

In attendance: George J. Hiteman, Ralph E. Toye, Charles K. Hardenburg, Andrew Salamatov, Charles R. Williams.

Horween Leather Co. Finest quality Glengarry and Corrected Grains for men's shoes. Genuine Shell Cordovan Butts. Athletic Goods Leather.

In attendance: King Barnes, Arnold Albuquerque, Frank Hansen. Howes Leather Co., Inc., American Oak Chrome Retan Division. AM-O-VEG (Combination Tannage) Upper leather bends in cherry tone, pepper red, redwood brown, American burgundy, lariat tan, rocky tan, golden heath, black, walnut brown, hunting green, admiral blue, dark green, cherry red, russet glow, cognac, Irish green. Corrected Elk Upper Leather Bends in cherry tone, pepper red, redwood brown, American burgundy, golden heath, black, walnut brown, champagne sec, hunting green, admiral blue, cherry red, russet glow, cognac, Irish green. AM-O-VEG and Elk in Men's and

Women's weights. Ooze Lining Bend Splits. Gusset Bend Splits. Chrome Retan Sole Bend Splits. Lining Half Bellies—Full Grain and Corrected.

In attendance: T. A. Sweeney, R. E. Bates, C. S. Howell, J. H. Tipton, T. F. Carfagno, H. D. Frank, G. H. Jennings, A. C. Utrecht, E. K. Cleveland.

E. Hubschman & Sons, Inc. Smooth calf in women's and men's weights in all the popular spring colors.

In attendance: Milton Hubschman, Jesse Huschman, Ed Young, David Kohn, Paul Aloe, H. C. Korndoerfer & Co., St. Louis; F. J. Kelley Leather Co., Mil.; Albert Huesing, Cincinnati; Slattery Bros. Inc., Boston.

Hunt-Rankin Leather Bucko calf, women's, in malacca brown, cognac, admiral blue, maple, turftan, avenue grey, black, white, grey, beige, wine, green. Bucko Calf, men's, in admiral blue, slate grey, forest green, rio brown, prairie brown, desert copper, rocky tan, wine, maple, black and white. Velvetta Suede Calf, women's, in black, maple, malacca brown, admiral blue, avenue grey, spicetang, coppertone, green pepper. Infanta Calf (smooth) women's, in white, black, malacca brown, admiral blue, cognac, turftan. Cavendish Calf, men's, in bourbon and black.

In attendance: Walter D. Ziegler, Philip K. Pearson, James J. Lenahan, Louis Cousins, Derby Hall, Malcolm Shaw, J. Rushforth Garside, John E. Graham and Sons, Robert J. Schreck, John C. Stroope.

Irving Tanning Co. Irvtan elk and smooth finished sides. Unique combination tanned side upper. Irvalex — Elk and smooth sides for volume trade. These leathers will be shown in all popular Spring colors.

In attendance: Max Kirstein, J. J. Caulfield, B. T. Rogers, S. L. Stockman, August Boss, George Schwarz, Irving Pines, Milton Salomon, William Sandbank, W. A. Hartwig, J. C. Henley, Charles A. Simpson, Robert O. Bardon.

I. M. Kaplan, Inc. Smooth leathers in tropic tan, malacca brown, benedictine and gingerspice, flagship blue, cognac brown, basque red, green pepper, golden wheat. Also, KAPRI, lace on genuine calf.

In attendance: I. M. Kaplan, Eliot Kaplan, D. C. Kennedy.

Kirstein Leather Co. Complete line of all colors for men's, women's and children's shoes in kips, extremes, and sides, in elk and smooth in all weights. Also, Suede Kid, Suede Splits, Lining Splits and flexibles.



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South Africa: Capetown-A. J. Hollander (S.A.)

(Pty) Ltd. Sweden: Stockholm—A. B. Baltiska Skinnkompaniet

Switzerland: Zurich—A. J. Hollander S/A

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In attendance: David Kirstein, Daniel Turkanis, John Finegold, Edward Harrigan, Messrs. Dimond and Stroope, Earl Cookman, Charles Ulrich, Phil and Jim Ott, Mr. Biron, Mr. Cahn.

Korn Leather Co. Chrome tanned sides — elk and smooth finishes. Corrected and full grains — Kips — extremes and large sizes in white, black and seasonable colors. Military leathers for shoe and special purposes. Splits for all purposes (military and civilian) glove, welders, slipper sole (soft), slipper sole (retan), Slipper sole HHH weights, Linings (all colors), work shoe, slipper (outside kid grain), trench, suedes (top buff), counter pocket, non slip, novelty type for handbag and novelty trade and athletic shoe splits.

In attendance: Harry Salloway, Ben Simons, Sam Rosenthal, Barney Singer, M. Farkash, A. Schwab, V. Heartel, J. Hall, J. Murrow, W. Davidson.

Kroy Tanning Co., Inc. Chrome and vegetable linings in grey, beige and waterlily. Suede linings in grey and beige. Cape in green, red, blue, black, white and all pastel colors. Glazed Amber Linings. Waterproof linings in black, brown, blue, red and green. Novelty leather — colored saddle and marble. Garment Suede in all colors, split and unsplit. Chrome Lamb Uppers in melon, green orchid, hyacinth, copper, turftan, wheat, green, pastel green, red, pink, lilac, fuchsia, blue, pastel blue, white, yellow, tangerine, and all other popular shades.

In attendance: E. M. Newburgh, Irving Gushen, George Gushen, Jacob Korkes, George E. Hymrod, Jr., Walter E. Hardtke, George H. Curtis, Jr., Morty Farkash, L. Chase Kepner, Kenneth Kepner, William P. Davidson, Harold Farkash, Leonard Farkash.

A. C. Lawrence Leather Co. CALFSKIN DIVISION. Duro Calf for men's shoes in black, casino brown, bourbon, British tan, American burgundy. Tweed Calf for men's shoes in black, reddish brown, golden harvest, golden tan, bourbon. Moda Calf for women's shoes in black, white, malacca brown, turftan, cognac brown, admiral blue, cherry red, walnut brown, basque red, green pepper, russet glow. Moda Handbag Calf in black, malacca brown, walnut brown, admiral blue, cherry red, basque red, green pepper. Novelty Bark Calf in natural, black and popular colors.

SIDE LEATHER. Gun Metal (women's weights) in black, flight blue, cherry red, walnut brown, tropic tan, admiral blue, green pepper, malacca brown, turftan, cognac, basque red, Irish green. Gun Metal (men's weights) in black, redwood brown, walnut brown, British tan, bourbon, American burgundy, cherrytone. Glasgow Elk (chrome) in russet, eggshell blond, black, army russet, flight blue, cinnabar, sun coral, basque red, white, Irish green. Keena (combination) sunset, casino brown, black, redwood brown, British tan, red, American burgundy, cherrytone, golden tan.

SHEEPSKIN. Barilla for women's shoes in waterlily, white, natural, fawn, grey, black, brown. Vegetable linings for women's shoes in waterlily, fawn, grey, tan, brown. Chrome linings in grey, waterlily and fawn. Reverse linings in waterlily, fawn, grey. Playshoe Leather in army russet, wine, green, white, yellow, red, blue, black. Goat Playshoe in army russet, wine, red and blue.

SHEARLINGS. Nutans for slippers and garment linings. Barks for slippers and vests. Lawrolamb Mouton and Electrified colors for garment colors and boot cuffs in logwood, beaver, grey, taupe and midnight blue. Electrified colors for slippers in red, wine, pastel blue, pastel pink and royal blue. Whites for novelties and linings. Capelts for slippers in turftan, wine, walnut, red, medium blue and chestnut.

SPLITS. Finished linings for shoes in tan, waterlily, fawn, grey. Ooze linings for nonslips in fawn and grey. Finished slipper for soft soles and slipper uppers in black. Ooze slipper for soft soles in reindeer. Finished splits for handbags in brown, blue, black, red, tan. Pearl glove for work gloves. Pearl suede for infants' soft soles.

In attendance: R. L. Winans, W. H. Merchant, R. J. Mellin, J. A. Buzzard, S. N. Nectow, J. T. Johnson, P. Rosenthal, A. C. Rice, H. J. Somers, S. A. Spaulding, S. Palmer, A. L. Trull, C. L. Cotton, W. C. Abbott, R. F. Goodspeed, N. L. Gerrish, C. F. Smith, T. J. Moore, O. C. House, W. H. Norton, J. G. Vergobbe.

G. Levor & Co., Inc. White Glazed Kid and Cabretta; White Smooth and Boarded Calf. Flexy Kid: white, black and colors. Glazed Cabretta in white, black, crayon blue, flight blue, buttercup yellow, eggshell blond, basque red, chalky pink, Irish green, sweet lilac.

In attendance: Samuel Rothschild, G. Alan Rothschild, Robert Rothschild, Frank H. Miller, J. T. Johnston, Channing: Lowell, Clifford Miller, George J. Platt, W. P. Titter, W. Pearce Titter, Jr., R. L. Stiles, Jr., P. F. Stiles, George W. Newman, Jr., Thomas E. Newman, A. A. Wakeford, Sol Leventer, Seymour Kofsky, John G. Mahler, Herbert A. Cohen, Ken Mooney.

J. Lichtman & Sons. Swagger Buk Brushed Leather in all popular colors for Spring 1952, for men's, women's, and children's shoes and personal leather goods. Berkshire Mellow Tanned Sides in current shades for women's shoes. Lining sides and Kipsides, Full Grain and Corrected. Ooze, Finished, Retan and Flexible Splits.

In attendance: Fred C. Atkinson, Jefferson Bender, Herbert A. Cohen, O. B. Dahm, C. Roy Fisher, Joseph Gross, Julian Lichtman, Fred J. Lichtman, Cecil Lichtman, Jules Lichtman, George W. Newman, Jr., Thomas F. Newman and Al Tandy.

Lincoln Leather Co. Smooth Leather (women's) in walnut brown, turftan, russet glow, admiral blue, cherry red, basque red, green pepper, Irish green, golden wheat, tropic tan, malacca brown, Benedictine, flight blue, cognac. (Men's) British tan, bourbon, redwood brown, cherrytone,



American burgundy, town navy, golden heath, casino brown, club brown, admiral blue.

In attendance: Israel Robert Finkelman, Philip Finkelman, Abraham Finkelman, Saul J. Katzman, George Eberle, Seymour Nesbit, Walter P. Titter, John A. Spille.

Loewengart & Co. Mercers-

burg Tannery Division. table tanned sides, Vegetable chrome tanned cowhides, Vegetable chrome tanned deepbuffs, E.I. tanned Goatskins (morocco, smooth and em-bossed finishes) E.I. tanned Buffalo in smooth and embossed finishes. Pigskins, Flexible Innersole Splits, Lining Splits. All fashion colors.

Eastern Tanning Division. Suede Kid, Slipper Kid, Lining Kid, Gold and Silver Kid, Chrome tanned Buffalo Calf, Lining Sides, Glazed Cabrettas and Suede Cabrettas. All fashion colors.

In attendance: Arthur Loewengart, Sol Loewengart, Theo. Loewengart, Julius Loewengart, Max James, Herbert Schwarz, Adolf Kahn, Herbert Lind, Willis Altenderfer, W. Lewis, George H. Curtis, A. R. Mueller.

Hermann Loewenstein, Inc. Men's and women's white, smoke and golden buck. White buck splits. Smooth calf in women's weight in black and colors. Suede calf in women's weight in black and colors. Suede calf in black and colors for men's and unlined men's and women's shoes.

In attendance: Rudolph Correll, Harold G. Kaye, Frank Seimetz, M. Grossman, Charles Recht, Dorothy Fox Davies, R. K. Barnes, G. A. Albuquerque, Herbert Bohren, John A. Barnes, DeForest Bush.

Malis Leather Co. Suede kid & Suede Gloria Cabretta in black, admiral blue, malacca brown, spicetang and maple. Glazed Kid and Glazed Gloria Cabretta in black, white, burgundy, claret, malacca brown, turftan, russet glow, basque red, cherry red, admiral blue, royal blue, crayon blue, medium blue, green pepper, Irish green, parkway green, jade green, tangerine, eggshell blond, but-tercup yellow, chalky pink, gay fuchsia, violet, purple. Waterproof kid, Cabretta in black, brown, blue.

In attendance: Simon S. Malis, Lawrence L. Malis, Felix Levenbach, David Davidoff, David Henwood, Walter J. Meyer, Harold I. Stewart, Herbert L. Meehan, Jim Brennan, Joe Hess, Raoul Leullier.

Marcus-Forscher & Co. Mari-gold Suede Calf; Marigold Suede Kid; Corrected Grain Calf; Full Grain Calf.

In attendance: Milton H. Lewin, Sidney Lewin, Harry Gruenstein, Arnold Kinckiner, Arthur Lewin, David C. Davidoff, Alfred G. Schwab, E. C. Farrell, Roy Frank.

McNeely & Price Co. Suede Kid in white, black and colors. Crushed Kid in black and standard colors. Glazed Kid in black and colors.



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Slipper Leather in standard colors. Lining Kid.

In attendance: Walter C. Koenig, George H. McNeely, George F. Peterson, Fred C. Wagner, George E. Hymrod, Jr., H. T. Tankersley, Louis Bergman, Jack Brookhouse, John E. Graham, Olan Files.

Merrimack Leather Co. Side Leather Smooth and Elk in admiral blue, benedictine, green pepper, cherry red, basque red, russet glow, cognac, turftan.

In attendance: James E. McCarty, Aaron Hirschhorn, Pat Considine,

Frank B. O'Neil.

W. Milender & Sons. Chromaline, Celaline, Cell Elk, Cell Smooth, Lining Sides, Lining Splits, Quarterlining Sides, Quarterlining Splits, Flexible Innersole Splits, Work Shoe Splits. In the repeated colors of last year and the newly adopted colors for this year.

In attendance: Charles H. Milender, Louis Milender, Sumner N. Milender, J. "Buck" Freeman, Bill Chap-

line.

Murray Leather Co. Murmoc in army russet, green, natural, red, wine. Elk and Smooth in army russet, black, green, red, turftan, town brown, wine, white, light smoke, golden wheat. Splits in women's black suede, blue and brown suede, black Ruffies, work shoe, linings, men's suede in blue and brown. Bag and Pocket in black, blue, brown. Black Patent.

In attendance: James S. Murray, James F. O'Connor, William H. O'-Connor, George E. Hymrod, Jr.

R. Neumann & Co. Palisade & Jersey Sides for men's, women's and children's shoes. Scotch and Loch Lomond Sides for men's shoes. Alligator and Lizard grain sides for men's and women's shoes. Alligator and Lizard grain calf for men's, women's and children's shoes.

In attendance: Roy Frank and E. C. Farrell, St. Louis; Willard Bur-mester, Pennsylvania; Walter J. Meyer, Cincinnati; Robert J. Clements and Paul E. Gardent, Boston; Arthur and Robert Karow, Milwaukee; Richard Bernheim, Philip Bernheim, Max Kornreich, A. Barci, A. Cavadini.

Northwestern Leather Co. "Kitchener" work shoe retan in black, natural and various colors. "Sootan" large spread and "Elko" small spread, chrome tanned boarded leathers in all weights and in black, white and various colors. Smooth Leathers — combination tanned, ani-line finish—"Tamarac" small spread, "Mackinac" larger spread and "Smooth Pac" in small and large



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Tanning (11)

PSEINS

spread, black, white and various colors. "Northwest Mounted" heavy corrected work shoe elk, chrome tanned in black and brown. "Slipper Sootan" Sport Elk in red, blue, brown and burgundy. "Tanac" softy leather in large and small spreads in various colors. Printed Leathers, chrome tanned, in "Tartan," "Essex," "Angus" and "Cardiff" grains, vari-ous colors. Lining Splits in "Skiver" "Brogue" and Natural Grain prints in various colors.

In attendance: T. L. Tewksbury, H. M. Shaffer, R. L. Pope, Jr., A. R. Mueller, Richard Fisher, W. A. Cunningham, F. A. Harding, Jr., C. R. Kilham, G. T. Leavitt, John Leavitt, I. G. Mahler.

The Ohio Leather Co. Women's Kafforite in tropic tan, malacca brown, flight blue, cognac, walnut brown, turftan, russet glow, admiral blue, cherry red, green pepper. Men's Luxor in golden heath, casino brown, club brown, admiral blue, British tan, bourbon, American burgundy, town navy. In Embossed Calf, all the Alligator and Lizard grains can be produced in both the men's and women's

In attendance: F. H. Becker, R. H. Ewe, R. R. Simpson, L. J. Petrie, Carl Childs, J. F. Murphy, G. H. Mealley, C. Lowell, S. A. Rawson, J. T. Johnson, P. Schwartz, Wilson Moselev.

Overseas Commerce Corp. Snakeskins: Diamond and Rock Pythons, S. Amer. Anacondas, Boas, Ampalaguas, Royal Mt. Snakes, Alum tanned India Baby Pythons, Cobras, Whipsnakes, Vipers, Baby Cobras, Ermine snakes, Aer snakes, Chouris, Tiger snakes, Philippine Water-snakes, Java Water Snakes, Tweed-snakes. Lizard Skins: Calcutta, Alligator, Oriental, Iguana, Chameleon, Ring Tail, Croco Tejus, Semi Tejus. Alligators: Domestic and Imported— Brazilian, Heads, Sides, Limbs. Colors to be shown are chalky pink, crayon blue, jade green, buttercup yellow, eggshell blond, turquoise, sun coral, chartreuse, burnished gold, gay fuch-sia, sweet lilac, malacca brown, cognac, walnut, turftan, bitter sweet, ad-

hand, tallan, blue, cherry red, basque red, Irish green, honey.

In attendance: Bernard Michlin, Bernard Abrams, Armand S. Bennett, Helen Polsky, Dan Eisenberg, Albert March, Rudolph Reider, Arnold E. Cope, Alex Cook, Walter J. Meyer, G. Raoul Sauve.

Paris Leather Co. Elk sides work shoe elk; Smooth sides in pigment and aniline finish, splits and kid suede in all colors.

In attendance: Harry C. Lutes, Carl H. Lovgren, John A. Lord.

Pfister & Vogel Tanning Co. Playshu, Pevee, Velours, Pfisterski, Ski Grain, Chrome Waterproof, Nimrod, Diana, Army Retan, Army Gusset, Elk, Econo, Zenith, Juvenile.

In attendance: E. H. Buettner, C. F. Tarbox, F. A. Lyons, C. A. Stiles, G. O. Wales, P. E. Liechti, J. R.

Olson.

Fred Rueping Leather Co., Inc. Handbag Leather — "Winne-bago." Upper Shoe Leather — "Kin bago." Upper Shoe Leather—"Kin Kin," "Kankakee," "Tomahawk," "Hiawatha" in all of the popular spring and summer shades.

In attendance: C. F. Van Pelt, F. E. Rueping, W. H. Rueping, Walter Schroeder, Alex Abig, Rollie Jensen, C. David Wilson, John C. Moerchen, Robert C. Lang, Charles Floyd, Frank Gould, F. J. Fitzpatrick, E. J.

Sweeney.

Seton Leather Co. Leather in all Spring shades. White Zephyr Buck, Kips and Sides. Durona in men's and women's Spring shades. Verona Spring shades for men's and women's shoes.

In attendance: Joseph C. Kaltenbacher, Richard Kaltenbacher, Morris S. Stern, Harry Steskal, J. J. Connor, Vogel Helmholz, Jerry Davis, David Murphy, John E. Graham, John Mahler, Jean Farrell, Joseph

Aylor, A. T. Karow.

Shrut & Asch Leather Co. Suede Kid in sandalwood, burnt sugar, malacca brown, maple, spicetang, coppertone, avenue grey, flight blue, admiral blue, jay blue, jasmine, basque red, cherry red, green pepper, Irish green, violette, chalky pink, gay fuchsia, burnished gold, black and white. Glazed Kid in tropic tan, malacca brown, benedictine, coppertone, burnt sugar, maple beige, dacia, admiral blue, icing blue, flight blue, jasmine, sky blue, jay blue, mistblue, moonstone, sky turquoise, Irish green, jade green, chartreuse, golden wheat, burnished gold, buttercup yellow, eggshell blond, cherry red, basque red, rose red, brick red, chalky pink, gay fuchsia, melon, orange, sun coral, mauve iris, sweet lilac, violette, white, black.

In attendance: George Shrut, Mark Asch, Arnold Cope, E. W. Bidwell, Mr. Kohn, Mr. Bockow,

Sigma Leather Manufacturing Corp. Gold and Silver Leather.

In attendance: S. W. Simon, Henry Berkowitz, Ludwig Hess, Karl Mayer, Rudolf Reider.

S. W. Simon Leather Co., Inc. Black and Colored Suede Kid. Colored Lining Kid. Slipperkid.

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- Thanks to Hooker Sodium Sulfhydrate, you can adjust the sulfide and alkali strength of unhairing solutions exactly as you wish.
- This is because Hooker Sodium Sulfhydrate in lime forms only half as much caustic soda as the same quantity of Sodium Sulfide forms.
- Alkalinity may be increased, without changing sulfidity, by adding controlled amounts of Hooker Sodium Sulfide or Hooker Caustic Soda.
- This precision control of solutions ends hide injury from high alkalinity, and assures production of stronger, cleaner, better grained leather. Lower alkalinity limits attack on the hair, giving greater yields of better quality product.
- Hooker Sodium Sulfhydrate flakes dissolve rapidly even in cold water, producing a clear solution which can be used at once. There is practically no sedimentation even after long standing.
- And Hooker Sodium Sulfhydrate saves you 40% on chemical handling and storage-because you need only 60% as much to obtain the same sulfidity as with double strength Sodium Sulfide.

Hooker Bulletin 500 tells more about Suifhydrate Unhairing Solutions. It suggests procedures for colfakins, hides for sole leathers, for side and upper leathers, and for specialists. A copy will be sent you free when requested on your company

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Representing

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EAST INDIA TANNED GOAT . SHEEP CALF . HIDES

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Wherever fine embossing and smooth plating is done you will find a Sheridan Press doing it best and most economically. Sheridan Presses are engineered to meet the most exacting requirements of the tanning industry.

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SULPHONATED OILS
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QUALITY AND UNIFORMITY

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SOMERVILLE, MASS.

MARDEN-WILD OF CANADA, LTD., HALIFAX, N. S.

In attendance: S. W. Simon, Karl Mayer, Henry Berkowitz, Rudolf Reider.

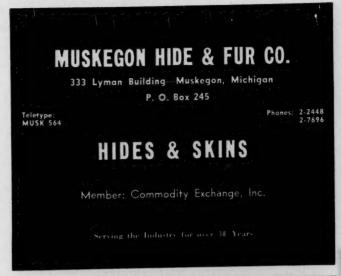
Surpass Leather Co. Black and Colored Glazed Kid; Black and Colored Suede Kid; Genuine Black Kangaroo; Kid Linings; Black and Colored Capre Kid; Goatskin Garment Leather.

In attendance: Harold Connett, H. H. Hegeler, Dan Hickey, Robert A. Farley, DeForest Bush, Herbert E. Bohren, Charles Loughrey, Lauriat Lane, J. Leo Larkin, Raymond White, Edward Meehan.

Tan-Art Co., Inc. Suede Kid in white, black, malacca brown, coppertone, spicetang, avenue gray, admiral blue, flight blue, maple, sandalwood, burnt sugar, basque red, green pepper.

In attendance: Samuel Rothschild, G. Alan Rothschild, Frank H. Miller, J. T. Johnston, Channing Lowell, Clifford Miller, George J. Platt, W. P. Titter, W. Pearce Titter, Jr., R. L. Stiles, Jr., P. F. Stiles, George W. Newman, Jr., Thomas E. Newman, A. A. Wakeford, Sol Leventer, Seymour Kofsky, John G. Mahler, Herbert A. Cohen, Ken Mooney.

Albert Trostel & Sons Co. WAPITI in white, black, gingerspice, golden wheat, red flame, green pepper, brown, russet glow. TUX-EDO in flagship blue, white, black, orange brown, basque red, violet, burgundy. SHUCRAFT in oxblood, boulevard tan, bermuda brown, black, custom, red brown, brown, cordovan. PARATROOP in army russet, black, russet brown, chocolate, golden tan. ZEBU in oxblood zebu, zebu, olive brown, black, golden brown, cherry. BLIZZARD in red brown and townbrown. MILITARY in zebu, gusset, black garrison, brown garrison, flesh out, Marine garrison, townbrown blizzard, Marine reversible.





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## **GENUINE KANGAROO**

Glazed Black and Brown Dull Yellow-Back

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Black and Colors

Introducing a new line of Cabrettas See them at our Booth No. 82 Leather Show Waldorf-Astoria

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# Real White SHEEP

Actually Tanned WHITE—Not Bleached

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Also . . . General Line of SHEEPSKINS for CARMENT TRADES

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New York 38, N. Y.

In attendance: A. O. Trostel, Jr., E. G. Smith, R. W. Kasten, D. G. Doughty, Wm. D. Taylor, Gus E. Erickson, T. L. Tewksbury, P. R. Wanvig, L. H. Buse, H. Beaven, D. C. Kennedy.

R. J. Widen Co. Complete line and range of colors in Wallet Leathers, Cowhide and Buffalo Calf; Hand Bag Leathers, Cowhide and Buffalo Calf; Hair Cell Goat Skins; Linings in cowhide (standard and aniline); Upper Leathers in all basic colors.

In attendance: Robert Widen, Peter Widen, William Widen; Joe Reich, Nat Adlin, Walter Zaer, Ken-

neth Kepner.

Winslow Bros. & Smith Co. Full chrome linings in a complete range of colors, including Pastel, Black and White. Vegetable Linings to match chrome colors. Sueded Lambs both Chrome and Vegetable. White Chrome outside leather both Playshoe and Baby Shoes. Shearlings in Electrified Colors, Chrome and Vegetable Natural Finish and Embossed.

In attendance: E. C. Martin, Arthur Foster, Arthur Vietze, Bayley Baker, Joseph Cataldo, Richard Tobin, Earl Cookman, Ray Shaw, Neil Griffith, C. G. Allen, John Gra-

ham, Roger Conant.

Richard Young Co. Glazed Black Kangaroo, Glazed Colored Kangaroo, White Suede Kangaroo and Genuine White Buck in men's and women's weights. Rychrusuede Lambskins, Smooth Cape Lambskins, Crushed Lambskins and Rychrome Lambskin Linings in new colors for Spring for women's shoe uppers and handbags. Side Leathers-Ryco Chieftan a mellow, full grain side leather for men's and women's casual and street shoes. Army retan sides. Rycolyn-a chrome retan aniline finish side leather. Corrected Grain Elk Sides. Natural Belt Leather. Natural Strap Leather. Nappy Brushed Leathers for men's and women's shoes. Ooze Lining Splits.

In attendance: Joseph J. Gill, Richard Young, Raymond J. Larkin, Omer B. Dahm, Harold V. Langmaid, Patrick J. Cooney, Robert J. Reynolds, Jerome K. Goebel, John P. Monahan, Joseph R. Kueven, Harold I. Stewart, Benton W. Stewart, Mar-

cel Gerbereux.

Ziegel, Eisman & Co. Glazed Genuine Kangaroo in black and brown. Dull Yellow-back Genuine Kangaroo. Black Suede Kid. Polycabs (Cabrettas) all popular shades.

In attendance: Leo Goldsmith, Bernard Goldsmith, Ralph Colby, Stanley Shloss, Frank Berry.

## NEWS QUICKS

About people and happenings coast to coast

## Maine

- Raymond W. Watts will be the new manager of Commonwealth Shoe & Leather Co.'s new Gardiner plant. The plant is expected to be ready for operations in about October. Watts, a native of Brookfield, Mo., has been with the company's main plant in Whitman, Mass. Previously he served four years with the United Shoe Machinery Corp., and prior to that managed the Gerberich-Payne Shoe Co. of Mt. Joy, Pa.
- The Waldoboro Shoe Co., Waldoboro, has closed. Efforts are being made to find a new operator.

## Virginia

• R. Mitchell Strother, sales manager for Craddock-Terry Shoe Corp., Lynchburg, for the past 41 years, went to work here as a deputy commissioner of the revenue. He took the job the day after he retired from Craddock-Terry.

## **New Jersey**

- Annabelle Footwear Co., Inc., Bayonne shoe manufacturer, has filed petition of bankruptcy.
- The Ocean Leather Corp., Newark, has completed an expansion program. The firm is now equipped to handle vegetable, chrome and chrome retan production. Four new tanning drums were recently added.

#### Illinois

- The B & M Shoe Corp., Chicago, is liquidating with a public auction to be held on or about Aug. 15. The firm, which produces a line of house slippers, attributes lack of orders as the reason for closing. President is M. Winer, and secretary-treasurer is S. Lachman.
- Scott's Baby Shoe has opened its new factory in Mattoon. It will have a production capacity of about 3,000 pairs daily. The factory is a modern building specially erected for the company. Officers are F. S. Scott and Leo Haddock.
- Permatized Shoe Co., Chicago, has filed a petition of bankruptcy.
   Assets are reported to be \$5,000, liabilities over \$100,000. William Starr is proprietor.

## Ohio

• The Abel Corporation, Columbus, has agreed to comply with the Federal Trade Commission ruling that it stop using the word "chamois" to describe sheepskins not made from the under-split of the skins, oil-dressed and suede-finished. The company also agreed to change other matters which the Commission said tended to be misrepresentative.

## Pennsylvania

 Property of the Keystone Tanning and Glue Co., Coudersport, has been transferred to a new firm now operating as the Damascus Tanning Co., according to Robert A. Partridge, company superintendent.

## Canada

- Daoust, Lalonde, Inc., Montreal shoe manufacturer, has opened its new plant just 60 years from the date of the company's founding. The new factory is one of the most modern on the continent, both in exterior and in its interior layout engineered for efficient production.
- Peerless Leather Co., Ltd., Toronto, has applied for permission to surrender its charter.
- Shoe production in Canada for the first four months of 1951 was 12,477,975 pairs, or 11 percent above the 11,253,963 pairs for the same period of 1950.
- Cattlehide stocks held by tanners, packers and dealers at the end of May were 22 percent lower than at the same time last year—311,952 as compared with 400,820. There were 479,227 calf and kip skins on hand compared with 532,787 a year earlier; 80,342 goat and kid skins as against 23,514 the previous year; 37,394 horsehides as compared with 22,528; and 38,071 sheep and lamb skins as against 36,569. In May, output of sole leather totalled 1,451,101 pounds as against 1,434,447 for May, 1950. Production of cattlehide upper leather in May fell to 2,941,244 square feet, from 3,255,745.

## Missouri

• Town & Country Shoes, Inc., St. Louis, announces a major expansion program. President Vergil Lipscomb discloses that an addition to the Warrensburg, Mo., plant will be made, while another factory will be completed within 60 days, and still another plant is scheduled to get under way early next year. Phil Miller has been appointed as director of sales and merchandising.

## Arkansas

- J. Louis Nelson, formerly secretary of the Tanners' Council, with whom he served for 33 years, is now associated with the Personnel Dept. of the Goodyear Aircraft Corp., Litchfield Park. He will be in charge of the company's insurance program, which at present covers some 1200 employes, though this number is expected to triple over the next year. Nelson retired from the Tanners' Council last September.
- W. R. Smallwood, general manager and stockholder of the Infantex Baby Shoe Co., Inc., Beebe, for the past four years, has sold his interest in the company. New manager is I. N. Kelley.

## Arkansas

 Teague Leather Goods Co. at Mena has announced it will enter the plastics manufacturing field. The firm makes small leather goods.

## Massachusetts

- Creditors of the Medway Shoe Mfg. Corp., Medway, are considering a request for extension of time for payments due. Current assets of the firm are reported as \$61,093 as against liabilities of \$82,066.
- The Day Wood Heel Co., Inc., Lynn, has received approval to issue \$50,000 in additional stock. The new stock authorized is 250 shares of common stock at \$100 par value, and 250 shares of preferred, also at \$100.
- Ko-Bo Leather Corp., Boston, will process and sell shoe materials and findings, hides and skins, leather and leather substitutes. The new firm has an authorized capitalization of \$50,000 through the sale of 500 shares of preferred stock at \$100 par value. The firm may also sell 1,000 shares of common stocks without par value. President is Franklin N. Flaschner; treasurer is Ethel E. Pike.
- Direct Shoes, Inc., Boston, will manufacture, assemble and sell men's, women's and children's footwear at both wholesale and retail. Presidenttreasurer of the new firm is Leonard D. Banash.

• Whitcomb & Jordan, Inc., Worcester, will manufacture and sell shoes, rubbers and slippers for women, misses and children. The new company will also make a line of women's and children's apparel. President is Bessie D. Whitcomb; treasurer, Ruth R. Jordan.

## New York

- The 210 Associates' New York-New Jersey district division held its first membership meeting on August 9 at a luncheon which featured the installation of Benjamin Schwartz as Regional Chairman. The group was addressed by W. W. Stephenson, executive vice-president of the National Shoe Manufacturers Association.
- Garden State Tanning Co. has moved its New York office to 330 Fifth Ave., New York 1. This firm, which makes upholstery and wallet leather, will have samples at its New York office.
- Corelli Shoes, Inc., Brooklyn, has had foreclosure proceedings started against it under the chattel mortgage given by the firm.
- Frank Faleck & Son, Inc., is a new firm set up to manufacture footwear of all kinds. Capital stock is \$20,000. Directors are Alfred A. Rosenberg, Ida G. Speroni, and Philip S. Taft.
- Lester Pincus Shoe Corp., filing articles of incorporation, has changed its capital stock from 3,700 shares at no par value to 4,700 shares.
- Mayer Shoes, Inc., is a new firm set up to manufacture footwear. Directors are Rose Langman, Evelyn Diamond and Isadore Feldstein.
- Sam Morgenstern, shoe design executive, has left Greene-Crescent Casuals, Brooklyn. His future plans are indefinite.
- Joseph S. Salomon & Co., Inc., has been named New York representative for Flyntan Glushu-glove tanned side leather for California and leisure type footwear. The leather is made by John Flynn & Sons.
- Faleck & Lamkay Co., New York shoe manufacturers, sold all its assets at an auction sale last week. The sale was attended by 35 buyers. The amount of the sales was not revealed.
- Sheldon T. Dahl has been named West Coast manager of American Cyanamid Co.'s Industrial Chemicals Division and Plastics and Resins Divi-

## SPRING LEATHER SHOW

(Continued from Page 12)

mal pattern of purchase and consumption of footwear. And that, of course, automatically calls the turn on leather.

It is very possible that many shoe manufacturers may be "surprised" by a spell of brisk shoe business beginning somewhere around mid-September, which in turn might create a stronger demand on leather and tend to firm up leather prices. With tanners continuing their postwar policy of playing their cards close to the vest with low inventories, shoe manufacturers might be embarrassed by slow leather deliveries at a later date when quick deliveries are made imperative by retail shoe orders.

As one reputable economist stated a week ago, "The cards are stacked for healthy business—regardless of current conditions." Analysis of high employment figures, high earnings and incomes, and a record postwar-level of consumer savings, all point to such a conclusion. Add to this the defense spending which is still far from its peak, and the cumulative effect on business indicates nothing but a wholesome period ahead.

## **Optimism Easy**

It is easy enough to allow these basic facts to create an impulsive optimism. But, taking an opposite view—one even skeptical and cynical—there is still no way to refute the solidity and soundness of the outlook for wholesome business. And this applies particularly to soft goods, shoes included.

Shoe and leather men like to be regarded as "realists" because 99 percent of their business activity and thinking is based on the moment's situation. That is commendable—up to a point. But, as Dun & Bradstreet's voluminous records reveal, more than 90 percent of all business failures reveal a common factor: unpreparedness—lack of vision of planning for the probabilities of tomorrow while operating on the immediate conditions of today.

Strangely, as long as the industry has lived and familiarized itself with the pattern of production-consumption stability concerning its products, it still has not learned to abide by the reality of these facts. When the Korean war broke out, many shoe men, caught in the mass hysteria of consumer buying rushes and shortages, believed that we would make and sell more shoes and leather be-

cause of these conditions. But when 1950 ended, we produced the "normal" amount of 490,000,000 pairs—quite as we might have in any peacetime year based on the same population figures. Of course, we also sold a "normal" amount of leather,

The only significant shifts made under wartime conditions are prices and supplies. Prices tighten or rise, supplies shorten a bit. This is a strange phenomenon. Prices rise because supplies appear or threaten to tighten. But supplies do not actually become short, primarily because the main channel of leather consumption—footwear—shows no appreciable increase in production. True, there may be increased inventories, based on scare buying, but there is no genuine increase in consumption or production.

In short, this industry continues to be bamboozled—or it bamboozles itself—into a condition of mildly restrained hysteria which creates wild notions of prices and supplies unwarranted by the more basic fact of consumption, sales and production.

## **Production Ever Staple**

This peculiar phenomenon operates in conditions of war or national defense. It also operates in times of relative peace, as now—only conversely. That is, the price trend is downward, while supply is upward. We tend to see only prices and supplies. We still take only a one-eyed look at the more basic factor of consumption and production—the fact that this is always staple, thus guaranteeing a certain level of output and sales.

In postwar years, tanners have increasingly recognized these facts, have held inventories to levels commensurate with normal demand based on normal shoe production and consumption. The costly bane of overproduction has not, therefore, plagued the leather industry as it might have in times past.

But one significant fact typifies this industry: Mild feast always follows mild famine, and vice versa. The period of mild famine is, the analysts believe, about over. It may not be a feast ahead, but it will certainly return to a condition of three square meals a day.

For the reasons cited briefly here, activity at the forthcoming Leather Show is expected to be gratifying to sellers. There will be no buying rush; that's for certain. But there will be indications of business ahead more brisk than in the weeks just passed.

#### **ALLIED SHOW**

(Continued from Page 50)

that will not stay leashed for long Mobilization is certain to reduce the availability of basic metals essential to the making of many consumer hard goods. Thus, soft goods, footwear included, stand to see a wholesome sales record when that purchasing power is unleashed. By next Spring, the first appreciable unleashing of this purchasing power is expected. The end of hostilities in Korea will not stand in the path of this sales rise.

In fact, by late Fall a tightening of prices is expected. The recent cut in some shoe factory prices is regarded as only temporary - with a shift back to pre-cut prices sometime next Spring when another inflationary influx is expected. Several of the more "visionary" shoe producers have in muffled tones voiced the belief that "this will be the time for shoe manufacturers to buy for inventory - now and over the next couple of months while prices are soft. If they can finance such purchases, with the purpose of holding inventory, it might prove to be a wholesome investment. Surely prices won't decline appreciably more and there is every reason to expect that a rise will be in order before too long."

Yet, the caution and hand-to-mouth ordering which has typified shoe business over the past several years, is expected to continue. "It's all right to talk optimistically about business outlook," said one manufacturer, "but business is still done on the basis of how many actual orders we have on hand."

The status of shoe retailers' inventories is a peculiar one. One retailer voiced what may be the gist of many: "We have lots of shoes on our shelves in terms of over-all stock. But the size and style runs are pretty much broken. Much of it will soon be ready for the bargain-sale heap."

This is significant. As every retailer knows, good sales or business are based on having an adequate stock — adequate in size runs as well as styles. It is probable that appreciable re-stocking will be necessary soon.

Secondly, a fresh season requires a fresh array of styles. Stores expecting to liquidate so-called excessive inventories still need new shoes to lure business.

But actually, as stated before, there has been no genuine overstocking by shoe stores. There has been simply a mild decline in consumer buying, as evidenced by the figures to date. This decline was to be expected as an aftermath of the heavy buying last January and February (23 percent above the same two months of 1950). But also, consumers had expected some substantial drop in shoe prices, and waited for these lower prices before purchasing. But the price declines, despite the many bargain sales, were somewhat disappointing. For instance, the 35,000,000 pairs of shoes shipped from factories last May averaged \$4.21 a pair, compared with \$4.18 in April

and \$3.34 in May of 1950. If shoe retailers were to cut prices to compete with other goods for the consumer dollar, it could be only by virtue of slashing it from profits which were already slim.

Just as the retailer is adding vigor to his promotion of goods to the consumer, so suppliers are stepping up their own merchandising activities to manufacturers. One "strategy" will be through new and improved products to attract business. The more than 100 Allied Products Show exhibitors are expected to display a more than usual number of innova-



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that requires no priming coat or edge filler

Operating instructions

BRUSH ON — ALLOW TO DRY SET WITH MEDIUM HOT IRON

An Exceptionally Well Filled Heel. Burnishes Easily To A Smooth Bright Finish. Single Coat Holds Well On Plastic Toplift.

In black and all colors to match customers' specific requirements

A line from you will bring our representative to demonstrate our products.

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Brockton Operating Co.
Aven. Mass.

E. E. Purstenau & Son Norwood, Ohio

## FOAM RUBBER

Foam Rubber and Sponge Rubber are best for shoe and slipper cushioning. Easily combined with regular platform materials.

## MARKEL PRODUCTS CO.

STagg 2-1925

892 Lorimer St., Brooklyn 22, N. Y.

We can supply sponge and foam in regular thicknesses. Sheet and roll form. Write for samples and prices.

SPONGE RUBBER

tions in the hope of stimulating buying action.

But above all, as has been granted by most of these exhibitors, the interest and response demonstrated by buyers at this Show may be accepted as a fairly accurate indicator of the industry's confidence in the business outlook over the next four to six months.

## ALLIED SHOW EXHIBITORS

(Continued from Page 52)

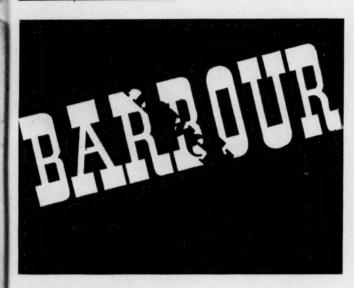
Herbert Bunin, Dick Reisenberger, Sam Trusten, John Rudolph, Dick Jeffrey.

Bristol Fabrics, Inc. Boston, Mass.

Room number: 1017-1018
On display: "Maxecon" shoe soling by Goodrich; leather finishes by A. C. Lawrence Lea. Co.; shoe fabrics; "Glo-Tex" luminescent materials.

Representatives: M. P. Lash, Frank Webber, Arthur Salzer, Alfred Halperin.

Jean Brock Shoe Styles New York, N. Y. Room number: 1038 On display: Shoe styles,





LYNN INNERSOLE CO., ALLSTON, MASS.

## A. S. Burg Co. Boston, Mass.

Room number: 1531-1535 On display: Shoe fabrics. Representatives: A. S. Burg, B. Kane, L. Cohen, L. Farkash, L. Alman, E. Adelman.

The Canada Last Co., Ltd. Preston, Ont., Canada

Room number: 1435 On display: Lasts,

#### Churchill Mfg. Co., Inc. Lowell, Mass.

Room number: 1122 On display: Narrow fabrics. Representatives: Chas. W. Churchill. Ir. Wm. E. Laverty, Jr.

## Clemtex Mfg. Co., Inc. Boston, Mass.

Room number: 920

On display: Faille linings, backing cloths, rayon fabrics, cotton fabrics, linens, imported domestic bindings (trade-marked "Slidease"), sueded quarterlining, sued-ines. New products: Petit point satin-for slinners.

## Columbia Combining Co., Inc. Brooklyn, N. Y.

Room number: 1112-1114 On display: Backing cloth, plumpers, etc. Representatives: James L. Birnbaum, Max Rappaport, Joe Goldsmith.

#### Consolidated Rubber & Plastics Co., Inc.

East Boston, Mass.

Room number: 1129 On display: Cork platforms and composi-

tion soling.

Representatives: Leo Bakalar, R. C. Crawford, Morris Shaffer, Leo Translateur.

#### Cooney-Weiss Fabric Corp. Boston, Mass.

Room number: 1140 Room number: 1140
On display: "Tolex"—a vinyl coated fabric for shoe uppers; "Kafteen"—a pyroxylin coated fabric for platform and heel covers: "Linsued"—a sueded quarterlining.
Representatives: John J. Cooney, Morty Weiss, Abe Gosman, Frank Mersky, Lawrence Leinwand, Thomas Newman, Jr., Arnold E. Cope.

#### Davidson Rubber Co. Charlestown, Mass.

Room number: 1024 On display: "Cush-N-Fit" sponge rubber sheets and pads.

Representative: R. M. Little.

#### Der-Tex Corp.

Room number: 1023 On display: Innersoling and platform material.

#### Domestic Novelty Co. Newark, N. J.

Room number: 1006 & 1021 On display: Buckles of all types.

Representatives: R. H. Stockel, A. Abrams,
O. Alterson, E. J. Kent.

## L. Drexsage & Co., Inc. New York, N. Y.

Room number: 845-6

## J. Einstein, Inc. New York, N. Y.

Room number: 1033-34 On display: Shoe Fabrics. Representatives: Geo. Einstein, F. Moynihan, W. N. Schafstall, R. Barbour, P. Fogerty, I. Vitkin.

Elfskin Corp. Worcester, Mass.

Room number: 1040 On display: Coated fabrics. Representatives: Melvin Sawyer, Harold Levine.

Bea Evan Shoe Styles New York, N. Y.

Room number: 929 On display: Advance styles for spring in high and low heels. Representative: Bea Evan.

Far Eastern Fabrics

Room number: 941

Federal Leather Co. Believille, N. J.

Room number: 1445-1446 On display: Vinyl, pyroxylin and rubber coated fabrics. Representatives: Henry Golub, Maury Golub.

Feich-Anderson Co. Providence, R. I.

Room number: 1003 On display: "Faco" shoe buckles; "Strapeze"; "Last-aid" fastener. Representatives: C. S. Felch, Irving Zamcheck.

Felis Mfg. Co. Aliston, Boston, Mass.

Room number: 902 On display: Innersole and platform materials; compressed fibre wedges.

Flexicote, Inc.
Room number: 1156

Footcraft Novelty Works New York, N. Y.

Room number: 1101 On display: Bows, buckles, buttons and ornaments.

Frank Associates, Inc. New York, N. Y.

Room number: 907 On display: Fabrics for resort and spring. Representatives: Isabelle Buckner, Louis Brown, Milton A. Fine, Zeke Steen.

Gilbert Freeman, Inc. Boston, Mass.

Room number: 1106 & 1121 On display: Shoe fabrics, Representatives: Gilbert Freeman, Edw. Settino, Wm. Fay.

French Beading & Novelty Co. Philadelphia, Pa.

Room number: 928 On display: Hand beaded shoes; Nailhead shoes; Rhinestone vamps and heels; Beaded and leather bows. Representatives: Dave Greenberg, Frank Greenberg, Bernard Brook.

Gitterman & Co. New York, N. Y.

Room number: 1127 On display: Shoe fabrics featuring nylon, rayon and cotton meshes. Representatives: David Hess, Daniel Benjamin, P. C. Stevens, K. Bier.

Gold Crown Fabrics, Inc. Boston, Mass.

Room number: 1140 On display: Failles, meshes and velvets. Representatives: John J. Cooney, Morty Weiss, Louis A. Goldberg, Abe Gosman, Frank Mersky, Lawrence Leinwand, Thomas Newman, Jr., Arnold E. Cope.

Golden Leatherboard Co. Haverhill, Mass.

Room number: 1103 On display: Cut shoe findings.

Haley Cate Co., Inc. Everett, Mass.

Room number: 1126 On display: Stripping, binding, piping, bows, and some new items. Representatives: Ed. Forbes, Jr., Ray Payette, Sam Alper.

Harvard Coated Products Co., Inc. Cambridge, Mass.

Room number: 901 On display: "Kidko" multicolored linings; heel breasting material; fabrics, etc. H & W Shoe Supplies, Inc. Dumont, N. J.

Room number: 1026 On display: Ladies' and men's shoe gores, plastic trimmings (pipings—insole bindings—lacings, etc.).

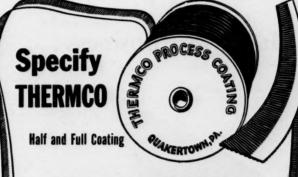
Holland Mfg. Co. New York, N. Y.

Room number: 923 On display: Silk thread.

Peter Hottinger New York, N. Y. Room number: 1026

House of Trimmings, Ltd. Brooklyn, N. Y. Room number: 1105

On display: All types of shoe trimmings.



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#### International Fabrics, Inc. Boston, Mass.

Room number: 1045-1046

On display: "Shearlon"; new meshes; novelty fabrics; brocades; failles; satins; and "Suedines."

Representatives: Robt. G. Edison, Chas. J. Edison, Mark A. Edison, Jack B. Dana, Isck Pike

## Kaplan Products & Textiles, Inc. New York, N. Y.

Room number: 924

On display: European fabrics and vamps. Representatives: Morton Livenston, Abe R.

## Lazar Backing Co.

(See Peters Bros. Rubber Co.)

## Al Lewis Shoe Styles and Supplies New York, N. Y.

Room number: 927

On display: Shoe styles.
Representative: Al Lewis.

#### Dan Lewis, Inc. Haverhill, Mass.

Room number: 1139 On display: "Homasote" wedge and spring heels; platform material and cork products; all types shoe findings; fibre count-

Representatives: Frank Selden, Dick Lewis, Dan Lewis, Marshall Hay.

## Philip Lorman Bow Co. New York, N. Y.

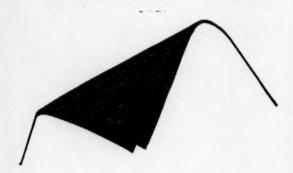
Room number: 905

On display: Vamp designs and bows. Representative: Philip Lorman.

## Lowell Counter Co. Lowell, Mass.

Room number: 1023 On display: Counters,

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So. Boston, Mass.

#### Lynn Innersole Co. Aliston, Mass.

Room number: 925 On display: Usual line diversified innersoling and platform material with new developments.

Representatives: R. M. Lehner, Lou Ravich, Frank Deastlov, Hy Feldman, Arthur Epstein, Dave Harrison.

## T. A. Maguire & Co., Inc. New York, N. Y.

Room number: 845-846

On display: Leatherlike soling, substitute for leather soling, natural crepe soling, toplifting, "Neoprene" crepe soling.

#### Majestic Fabrics Corp. Boston, Mass.

Room number: 906 display: "Majisuede," "Majilite," "Majiroid," Danbury rubber. Representatives: Geo. I. Kaplan, Arthur

L. Kaplan, Ed Cutler, Joe Feldman.

#### Merrimac Hat Corp. (Fabrics Division) Amesbury, Mass.

Room number: 1007

On display: Fur felt; imported hand woven vamps; straw cloth & braids.

Representative: Thos. E. Walsh.

#### Frank C. Meyer Co., Inc. Lawrence, Mass.

Room number: 1056

## Middletown Rubber Corp.

Middletown, Conn. Room number: 1114

On display: All types shoe linings. Representatives: I. R. Segal, L. Dybick.

#### Milmont Fibreboard, Ltd. Montreal, Que., Canada

Room number: 940

On display: All types of fibreboard (heeling board-counter board-insole boardlatex impregnated boards). Representative: Fred Oberlander.

## Mitchell & Smith Division Sheller Mfg. Corp. Detroit, Mich.

Room number: 1001 On display: Cork and cork-rubber. Representatives: Messrs. Brown, Daulton and Stouffer.

## Maynard H. Moore, Jr., Inc.

Stoneham, Mass. Room number: 945-946

On display: Novelty strippings.
Representatives: C. A. Rollins, Jr., M. H.
Moore, Jr., Chas. D. Sullivan, H. E. Moore.

## National Backing Co. Long Island City, N. Y.

Room number: 1007 On display: Fabric, leather, artificial leather combining. Representative: Morris Edwab.

## North & Judd Mfg. Co. New Britian, Conn. Room number: 1039

On display: Buckles.

## Oulmet Stay & Leather Co. Brockton, Mass.

Room number: 1104 On display: "Forma-Gard" pipings, bind-On disptay:
ings, and strippings.
ings, and strippings.
E. R. Ouimet, E. A. Stuart.

## Palatine Corp. New York, N. Y.

Room number: 1138

On display: Shoe fabrics - faille, moire, velvet, etc. Representatives: Irving Lippman, Leonard

Pero & Daniels, Inc. Boston, Mass.

Room number: 1005 On display: Bindings, pipings, ribbons, etc.

Peters Bros. Rubber Co., Inc. Lazar Backing Co. Div. Brooklyn, N. Y.

Room number: 1117-1118 On display: Coating and combining. Representatives: Harry Lazar, Abraham Lazar,

Phillips-Beal Co. Div. Chas. I. Rockmore Co. Brooklyn, N. Y

Room number: 1245-1246 On display: Textiles. Representatives: Jules Schneider, Robt. O'Bardon, Wm. M. Taggart, Jerry O'Connell, Herbert A. Cohen, Harold I. Stewart, Wm. A. Rushworth, Chas. I. Rockmore.

Phillips-Premier Corp. Boston, Mass.

Room number: 933-934 On display: Dupont's "Fabrilite 180" and "4804 Norzon"—full range of colors, linens, failles.

Plever Backing Corp. Long Island City, N. Y.

Room number: 1233-1234 On display: Combined fabrics. Representatives: Morton Wasserman, Louis Plever, Norman Wasserman.

Raymik Shoe Fabrics Co. New York, N. Y.

Room number: 1029 On display: Slipper and playshoe fabrics; also something new in quilting. Representatives: Mike Schlansky, Mike Steinberg.

Respro, Inc. Cranston, R. I.

Room number: 1102
On display: "Resproid"—Plastic coated vamp, quarter and socklining. "Durakalf"—vamp and quarterlining in dull finish or pyroxylin coated. Complete line of non-alip fabric and paper base socklining materials. "Tufsta"—reinforcing and doubler.

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Room number: 1245-1246 On display: Textiles. Representatives: Jules Schneider, Robert O'Bardon, Wm. M. Taggart, Harold I. Stewart, Wm. A. Rushworth, Herbert A. Cohen, Chas. I. Rockmore.

F. Ronci & Co. Centerdale, R. I.

Room number: 1123 On display: Shoe buckles and ornaments. Representatives: Larry Albiniano, Anthony Ronci, Harry Eisenberg, J. C. Henley, Mike Henley, Jerry Burg, Samuel Ronci, Chas. Lerner. Rubber Brokers, Inc. New York, N. Y.

Room number: 845-846 On display: Leatherlyke soling, substitute for leather soling, rubber soling, natural crepe soling, toplifting, "Neoprene" crepe soling.

Lawrence Schiff Silk Mills, Inc. and Schiff Ribbon Corp. New York, N. Y.

Room number: 917-918 On display: Braids, shoe binding, novelty narrow fabrics. Representatives: Gene Barnard, Sidney

Schiff, I. M. Schiff.

Sea Island Mills, Inc.

Room number: 1041 Seaton Sales, Inc. Boston, Mass.

Room number: 920 On display: Shoe fabrics. Representatives: Seamon Steen, Milton Fine, Elliot Seidel, Morris Cohen.

J. Settino & Co Boston, Mass.

Room number: 926 On display: Shoe fabrics. Representatives: Joe Settino, Hy Yanco. Sol Schneider.

Shain & Co. Boston, Mass.

Room number: 833-834
On display: Nylon lace, "Airflow" nylon mesh, "Master" shoe gores, lastex and all other novelty shoe fabrics.
Representatives: Eli Nagan, Louis I. Shain, Jack Shain, Arthur M. Shain.

Shoe-Maker Fabrics, Inc.
Room number: 733-734

Silver Fabrics, Inc. Room number: 1156

Elliot E. Simpson Enterprises New York, N. Y.

Room number: 845-846 On display: Leatherlyke soling, substitute for leather soling, rubber soling, natural crepe soling, "Neoprene" crepe soling, foam sponge rubber, cork clogs, cork sheets, toplifting, cork heels and platforms, pulp heels.

Simpson's Miracle Products New York, N. Y. Room number: 845-846

Simpson's Walker-Woods, Inc. New York, N. Y.

Room number: 845-846

Wm. Skinner & Sons New York, N. Y. Room number: 956 On display: Fabrics and satins.

Harry R. Snyder Shoe Styles Rutherford, N. J. Room number: 1128 On display: Men's, women's and children's shoe styles.
Representatives: Harry R. Snyder.

Spano Shoe Products, Inc. New York, N. Y

Room number: 922

Stedfast Rubber Co. Boston, Mass. Room number: 939

Sterling Lest Corp.
New York, N. Y.
Room number: 1431-1435
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Loewer, Walter Reed.

Stocko Metal Products (See Henry S.

Thermco Products Corp. Quakertown, Pa.

Room number: 916 On display: Coated shoe binding for French coating. Representatives: Lester E. Schiff, Morti-

Thermo Plastic Products, Inc. Room number: 1005

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Room number: 1125 On display: "Shugor"; "Taylormade" laces; "Dawhide" laces; specialty braids.

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Room number: 1023 On display: Rubber adhesives, cements and shoe finishes. Representatives: Geo. J. Atchue, Ralph Atchue, Reginald P. Perry.

#### United Last Co. Boston, Mass.

Room number: 1144-1145-1146 On display: "Slide-O-Matic" last. New last styles. Representatives: W. H. Burger, C. D. Holmes, J. A. Herbin, A. C. Bentley, T. J.

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#### United Shop Ornament Co. Cranston, R. I.

Room number: 927 On display: Shoe buckles, Representatives: Al Lewis, Ed Schary.

#### Universal Stay Co., Inc. Chelsea, Mass.

Room number: 745-746 On display: Coated fabrics, shoe stripping, binding and ornaments.

#### Alfred Vamos, Inc. New York, N. Y.

Room number: 1133-1134 On display: Lastex and other shoe fabrics. Representatives: Andrew Vamos, Alfred Vamos.

#### Venus Art Embroidery Co. New York, N. Y.

Room number: 921 On display: Embroidered cut-outs, stitching appliques and new treatments on up-

Representative: Harris Wm. Rosner.

#### E. E. Weller Co. Providence, R. I.

Room number: 1027 On display: Shoe buckles and ornaments. Representatives: Ernest E. Weller, Chas. E. Weller, Harry H. Kemper.

#### Wilner Wood Products Co. Norway, Me.

Room number: 1025 On display: Wedgie heels. Representative: Burton L. Wilner.

#### Winchester Rubber & Plastics Co. New York, N. Y.

Room number: 845-846 On display: Leatherlyke soling, substitute for leather soling, rubber soling, natural crepe soling, toplifting, "Neoprene" crepe soling.

#### Windram Mfg. Co. So. Boston, Mass.

Room number: 1004 On display: Combining and backing cloth. Representatives: Tom Martin, F. N. Kite.

#### Sam Yellin New York, N. Y.

Room number: 903 On display: Shoe styles. Representatives: Frances Yellin, Sam Yellin.

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Aug. 21-22, 1951 — Official Opening of American Leathers for Spring and Summer 1952. Sponsored by Tanners' Council of America. The Waldorf-Astoria. New York City.

Oct. 14-18, 1951—Advance Boston Spring Shoe Showing, sponsored by New England Shoe and Leather Association. Hotels Statler and Touraine and manufacturers' showrooms.

Oct. 20, 1951—38th annual banquet of New York Shoe Superintendents' and Foremen's Association. Hotel St. George, Brooklyn, N. Y.

Oct. 21-24, 1951—Canadian Shoe and Leather Convention in Montreal, Quebec, Canada.

Oct. 25-26, 1951—Annual Fall Meeting of Tanners' Council of America. Edgewater Beach Hotel, Chicago, Ill.

Oct. 29-Nov. 1, 1951 — National Shoe Fair, sponsored by National Shoe Manufacturers Association and National Shoe Retailers Association. Palmer House and other hotels, Chicago.

Nov. 11-14, 1951—Spring Shoe Show, sponsored by Southwestern Shoe Travelers Association. Adolphus, Baker and Southland Hotels, Dallas, Tex.

Nov. 25-29, 1951 — Popular Price Shoe Show of America for Spring and Summer 1952. Sponsored by New England Shoe and Leather Association and National Association of Shoe Chain Stores. Hotels New Yorker and McAlpin, New York City.

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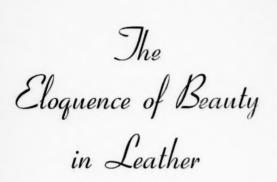
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